

Electrical Merchandising

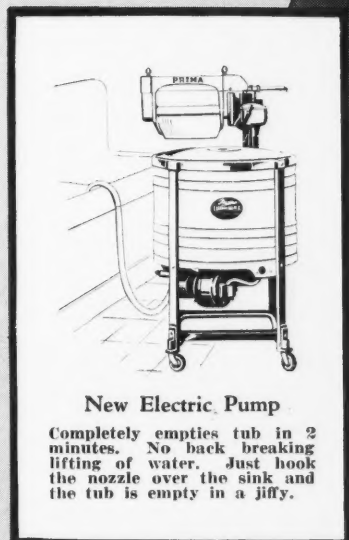
The Business Magazine of the Electrical Trade

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A McGraw-Hill Publication

MARCH, 1929

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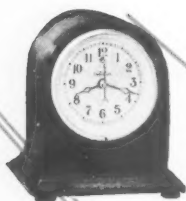
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Electric Washer

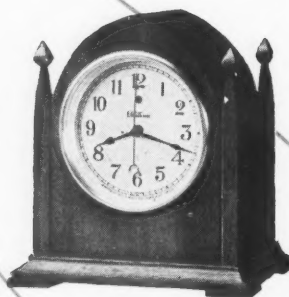


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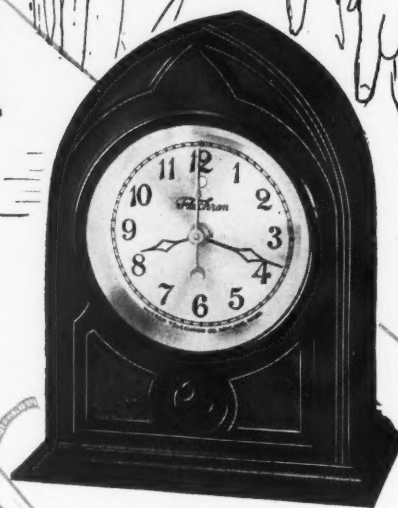


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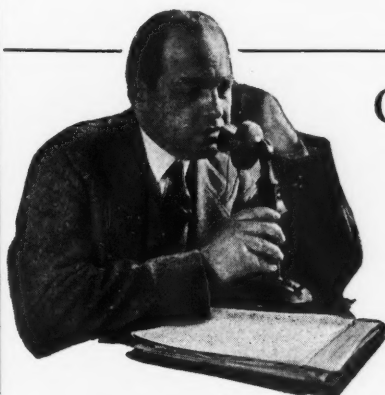
The Business Magazine of the Electrical Trade

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CALDWELL Comes Back

TWO years ago, O. H. Caldwell, then Editor of *Electrical Merchandising* was appointed by President Coolidge a member of the Federal Radio Commission. He was granted a year's leave of absence that he might assist in solving the tangled problems of radio broadcasting. At the end of the year, the Commission was deeply involved in its program for reallocation and he felt it his duty to continue in Washington. He therefore, severed all connection with the McGraw-Hill Publishing Company and with this paper, and as the industry well knows, has labored long and against the most discouraging obstacles to establish a broadcasting structure for this country founded on sound engineering principles and not upon political expediency.

With this job accomplished, Mr. Caldwell resigned from the Federal Radio Commission and has returned to *Electrical Merchandising* resuming his former place as editor. He has rendered a splendid service to the American people and to the radio industry and won national recognition for his courageous leadership. We welcome him back to a post where he can continue to devote his tireless energy and fine intelligence to the promotion of progress in the electrical and radio trades.

JAMES H. MCGRAW
Chairman of the Board
McGraw-Hill Publishing Co.

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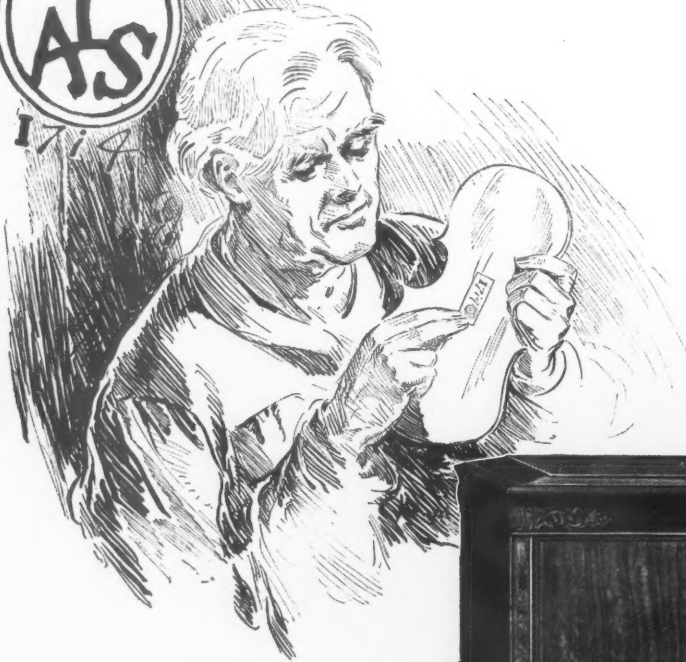
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Electrical Merchandising

with Which Are Incorporated *Electrocraft and Lighting Journal*

O. H. CALDWELL,
Editor

M. E. HERRING,
Publishing Director

VOLUME 41

March, 1929

NUMBER 3

SPEEDING UP Collections *And Other High Spots In This Issue*

JUDGING from present developments, the electrical industry in the future may be responsible for the good health as well as the comfort of the country. One of the striking trade developments of 1928 was the growth in popularity and use of motor exercisers. And, from all indications, the health lamp delivering the equivalent of natural sunshine will make at least equal progress in 1929.

The lamp, however, is a somewhat more complicated sales problem than the health motor, generating as it does radiant energy which may not be safely used by the layman in all of its "wave lengths." Our readers, therefore, have been asking for a simple statement of some of the technical and scientific aspects of ultra violet radiation. Such an understandable statement of the main facts on ultra violet and on visible light and infra red rays is contained in the article by M. Luckiesh on pages 68 to 70 of this issue. Doctor Luckiesh is a well known physicist and authority on light. He has written two books on radiant energy and ultra violet radiation, as well as many scientific papers on the subject.

* * * *

SELLING a washing machine frequently requires something more than a mechanical knowledge of the salesman's pet product, something even more than the energy to locate a prospect and the ability to make a convincing sales talk. In many sections of the country the salesman must know how to deal with the chemical problem involved in the combination of hard water with various soaps and washing powders and the peculiar action of such water on clothes, soap and the machine itself. Some general information on this topic, as well as a list of reference sources available to washing machine sales managers and their men is given in the article by Miss Clauss on pages 82 to 85. This article also calls attention to the many and powerful agencies of education that are continually at work on the public mind in support of the sales activity of our trade.

* * * *

THE series of articles on specialty selling by William M. Emery has been running in this magazine since November and has

attracted wide attention from specialty dealers and manufacturers. Emery has discussed many of the specialty dealer's problems: canvassing, paying salesmen, financing time paper and, this month, collections. He has covered these phases of selling from the summed up experiences of a dealer who has gone through the mill and had to solve his problems for himself. Although his thinking proceeds mainly from an experience with washing machines, the practical character of these plans make them applicable to any specialized business. Emery knows his stuff and in the article on pages 76 to 78, he maintains that our trade should not conceal the fact that they discount customer paper and should allow the finance companies to take over part of the collection routine.

* * * *

A MONTH ago on this page the editors made an appeal and a recommendation to power companies to define their merchandising policies. We are firmly of the belief that when central station policy is written down, approved and published, a considerable progress toward good relations and good business is always made. It is only under such a condition that dealers' selling plans can be made with the confidence that utility policy will protect and not upset his activity. It is gratifying, therefore, to be able to publish, in this issue, an account of the plan just put into effect by the New York Power and Light Company in respect to rewiring, refixturing and the sale of electric ranges by their dealers. This plan not only sets forth the enlightened policy of the company in detail, but offers a most practical co-operation in financing these sales on a time basis. Certainly the power company has here come forward with a substantial help.

It will now be of great interest to learn of the response of the contractors and dealers to this offer. For, much as we talk about co-operation in this electrical industry, it is frequently overlooked that there are two parties to any co-operative activity. No matter how anxious a power company may be to co-operate, and no matter how constructive the policy dealers must avail themselves of the utility's offer if there is to be any result.

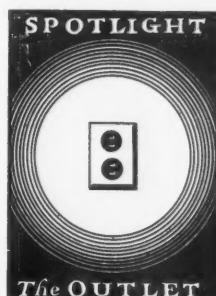




Photo by LAZARNIEN

Harum DEAD?

DAVID HARUM represents the genius of the Yankee trader.

The Yankee trader had a very simple philosophy which can be summed up in two words—"Make Profit." In his mercantile operations he depended upon a dual ability—the ability to both buy and sell. What he bought he bought right and paid for; what he sold he sold thoroughly and collected for; and there was always something in his pocket when the transaction was complete.

This David Harum was a seven-minute egg. "Do unto the other feller the way he'd like to do unto you—an' do it fust," is David's best known business motto, but as against this cynicism, "If a feller come to me that didn't think he knowed anything about a hoss, an' wanted to buy on the square, he'd git square treatment," thereby proving that an egg can be hard-boiled on one side and soft-boiled on the other.

The Yankee trader combination of cold business and square dealing threatens to die out of electrical merchandising if, indeed, it ever there existed. For anyone with half an eye (and that half cocked) can see that a very considerable percentage of those who run electrical stores or departments are not traders at all, not merchants in any proper sense of the word, but that they are either manufacturer's agents or at best mere passers-on of items for which the manufacturer has developed a demand or invented a sales scheme—that they are, to put it even more bluntly, no better than mere vending machines which make mechanical delivery of merchandise when the customer puts the proper coin in the slot.

Time was, as we all know, when a merchant examined the manufacturers' or jobbers' offerings under a microscope, tested the goods for intrinsic value, selected such as in his keen judgment would appeal to and satisfy his clientele, and then made sufficient local whoopee to induce said clientele to rally 'round and examine what he had bought for them.

This merchant put a very high value upon his customer's confidence in him—in his ability to select wisely, buy shrewdly and distribute economically. He looked upon this customer confidence as something almost priceless, and it was with a feeling of real responsibility that he went shopping into the marts of trade for those things which his people wanted or could use to their advantage, and he brought it to them with pride—and sold

By

FRANK
B. RAE
Jr.

it at a fair profit—thus fulfilling his destiny as a purchasing agent and merchandise distributor of his community.

* * * * *

CONTRAST this Yankee trader attitude with that of the average dealer of today. The latter is, as one shrewd observer expressed it to me, the puppet of The Upholstered Chair Sales Manager—of that super-powered genius who sits in the beautifully furnished office of the manufacturer, entirely surrounded by charts, research reports, graphs, market analyses, push buttons and yessing assistants, and who optimistically computes the quotas which each dealer must attain in order to hold his franchise.

The man who advanced this view was a bit biting in his description of the High Pressure Sales Poobah who decides list prices, merchandising policies and advertising programs for five thousand dealers scattered from here to Helvetia and back. Said he, "This salesmanager lad, who shoots an eighty in golf and gets his cocktail condiments right off the ship from a deck steward who used to be a bartender in Westfield, Ohio, is of course Thoroughly Familiar with all the dealer's Local Conditions—either because he flew over that town in a plane several years ago or because he has on his desk a Survey from the Research Expert of his advertising agency. His is the Thinking Mind which creates Demand. He is the baby who can tell the world how to presto-change Sales Resistance into Public Acceptance."

This is no very exaggerated description of an all-too-frequent type of manufacturer's sales manager who has been raising red-inked hell in the electrical trade during the past two or three years. I know, because I've worked for him as ad-man. While there are plenty of fine and far-sighted sales managers whom this shoe doesn't fit, there are altogether too many whom it does.

But markee.

It isn't their fault—it's yours.

If more electrical dealers were real traders in merchandise instead of mere agents of trade-marked merchandise, the sales manager with the pre-digested demand, the ready-made plan and the procrustean quota could not hold his job.

* * *

David Harum was a trader.

A trader pays what he has to and gets what he can.

This does not mean that he jugs his suppliers or cheats his customers. Far from it. A supplier who has been beaten down to bare cost is apt to look elsewhere in future for business on which he can get his rightful profit—or maybe he gets even by putting one over on you on the next deal. Likewise, a customer who has been trimmed looks elsewhere when next he comes to market. Every smart trader knows this. David Harum hit the nail squarely on the head when he remarked that, "It ain't a bad idea to be willin' to let the other feller make a dollar once 'n a while."

* * *

IT IS the studied opinion of this writer that we in the electrical appliance business have just about lost our trading instinct, and with that loss have gone all the solid benefits that appertain to the trading instinct, largely because of our acceptance of the list, or advertised, price. We have come to mistake list price for value: to mistake discount for profit: to mistake the word of a manufacturer who follows his competitors sheep-wise for the inexorable laws of economics. And so today we sell, or try to sell at a "list" price which involves stubborn sales resistance, a washing machine (let us say) which looks no whit different to the customer than one that she can buy from a catalog house at a considerable "saving." And because we find such business to be hard, up-hill sledding we are utterly bewildered and very sick with discouragement.

The point to bear in mind is this, that in clinging tenaciously to an artificial list price, in trying to make this a list price business, we thereby convince the customer that we are the manufacturer's representative and not the customer's purchasing counsel.

* * *

TO our way of thinking, blind price maintenance, with or without premiums, is a little bit silly. It invites a worse evil—price-cutting—and if you want to know something of that evil we suggest that you investigate the drug trade where they sell price-marked drug items at less than cost and make up the difference on the wheelbarrows and New England boiled dinners.

Price-cutting is a game which everyone can play, and at which everyone can lose his shirt. Nobody in sane mind sanctions it—least of all this writer—but we have observed, in our study of the business of retailing (as differentiated from the business of selling specialties) that buying at net and pricing on the basis of a fair mark-up on cost is the one sane and profitable method of selling staple merchandise.

Which brings us to this: Are electrical appliances staple merchandise or are they specialties?

You must decide that one for yourself.

Personally, I believe that almost all electrical appliances were recently specialties, but that today many may properly be considered as staples. I also believe that many electrical dealers who were recently and properly agents, must now strive to become good, old-fashioned Yankee traders and merchants.

For why?

For no better reason than that all signs point to the conclusion that the agent racket is becoming overplayed and hence may—I say *may*—very soon play out. The public has become overfed on meaningless trade names, unadvertised trade names, trade names backed by nothing that can be recognized as conveying the element of value. This is perhaps a radical statement, to which cer-

tain manufacturers may take exception. But look at it this way:

If you wish to buy a piano, you know that such trade names as Knabe and Steinway mean quality. If you wish a can of peaches you know that the name Del Monte, or if a can of soup the name of Campbell, means 100% net value. Ivory soap you know to be pure, the Rolls-Royce car you know to be the acme of mechanical excellence. You can go through the list of products of common use and in each trade find names which in themselves are an unimpeachable guarantee. The public gladly pays a premium for the products which carry these names because of the pride-of-ownership and the quality-insurance which the names convey.

But will the public pay an artificial price for a Blank piano, a can of Tin Brand peaches, a cake of Greenslye soap or a Rattledebang car? It will not. When the public decides to buy anything less than an outstanding leader it begins to shop, compare, trade. It gets hard boiled. It is at this point that the dealer's local prestige takes precedence over the meaningless trade-name.

* * *

TWENTY-FIVE per cent of all the appliances sold in America today are bought upon the prestige of the man who handles them and it wouldn't make the slightest difference what name-plate they carried. Definite evidence of this is found in the sales of washing machines by the chain stores of the two great mail order houses, Sears Roebuck and Montgomery Ward. These stores are selling a very large quantity of washers. They sell these washers almost entirely upon the good-will and prestige which the firm has built up as a mail-order house. Folks do not go to their stores to purchase the "Water Witch" or the "Ward Way" washer because of the trade-name. I doubt if one purchaser in a thousand ever heard either name applied to a washer until they saw it in the catalog or inscribed upon the machine. What took folks to these stores was the prestige, the good-will, the reputation for selling sound merchandise, for giving good values which these stores have built up.

And how was this reputation built up?

Certainly not through the Sears or Ward organizations acting as agents for any trade-named, established-price merchandise. On the contrary, these firms have hammered into their public's consciousness the idea that they are shrewd buyers, that they buy in tremendous volume, and that in consequence they can price merchandise lower than equal merchandise can be priced by individual retailers.

In other words, the catalog houses with their rapidly expanding chains of stores, operate on the David Harum basis.

They are Yankee traders.

* * *

WE DO not say—we would be very foolish to say—that the agency method of selling appliances is all wrong. On the emphatic contrary, the agency method is *all right*—for certain men and for certain products. But it obviously is not the only method. It is our failure to clearly recognize this fact which has led to so much grief in the appliance business. We have sort of taken it for granted that, because the agency method has succeeded in so many cases, then the agency method is the *only* method.

I repeat, it isn't.

There is the David Harum method, the Yankee trader method, which the chain stores and catalog houses and

a fair sprinkling of independent merchants have demonstrated to be a method which will move a tremendous volume of electrical merchandise at a profit. It is for the individual to decide which method he will use instead of deciding that he must win or lose as an agent.

I was talking this over with a very keen observer just the other day. "The big national selling organizations must go on," he said. "They set the pace, the standardize values, they stabilize prices, they strengthen the whole industry by penetrating deeper in their search for business than any merchant ever can. But in a country as big and varied and progressive as ours, and in a trade that is becoming every day more staple, we also need merchants—traders—keen, thinking, independent men who pack their own power and use that power to build up a local personal reputation upon which the community knows it can depend for purchasing service, installation service and counsel." That seems to sum up in a few words the spirit of David Harum.

David wears no man's collar—on hot days, not even his own. He is not bossed by a far-away sales manager. He is not concerned with list prices. He has no nightmare of quotas to drive him to hectic and unbalanced sales effort on one item to the neglect of his business as a whole. On the contrary he has set himself up as the man of specialized knowledge in appliances upon whom his community can rely. He knows what the people of Homeville want, and what they will pay for it. Above all, he *values* the public's confidence in his judgment as a merchant.

Such a man is David Harum.

* * *

Is David Harum dead?

We don't think so. We realize that he has had a mighty tough spell of sickness recently, but we think he'll pull through.

MEN Too Can Demonstrate IRONERS

MANY dealers think that men cannot demonstrate ironers. Many claim that the efficiency of their washer salesmen would be lowered were they also instructed to push ironers.

This may have been the case three years ago, when all ironers were bulkier and higher priced, but times are changing. Here is the experience of two Michigan merchants whose men are averaging one ironer sale to every three washers sold. In addition they are saving the cost of women demonstrators and increasing their salesmen's total income 20 per cent.

C. D. Coolman, appliance manager for W. F. Bohnet Electric Company, Lansing, Mich., has for a considerable period been personally averaging seven ironer sales per month, at the same time closing from 8 to 12 washer orders. A Grand Rapids dealer, H. D. O'Brien, who operates a force of eight outside men, reports that his representatives dispose of one ironer to every three washers and that washer sales have not fallen off due to this extra activity. During a six month period this crew sold 136 electric ironing machines.

Both dealers follow the "oral" demonstration plan. They instruct their men to let the woman do the major portion of the ironing herself. As soon as possible after the salesman enters the kitchen he turns on the ironer switch—so that there will be no waiting when he is ready to iron his first piece. While the shoe is heating he explains the mechanism of the ironer. Then he runs through two or three flat pieces. Coolman, who is an efficient operator, also irons a shirt, the real test of a machine ironer and the one of greatest interest to most women.

In large organizations where it is not practical for each man to attain Coolman's proficiency, O'Brien's plan suggests an effective solution. O'Brien tells his men to let the woman iron that tricky shirt. This avoids the em-

barrassment of a demonstration improperly performed by the salesman. Naturally the woman doesn't do a perfect job the first time. But regardless of how the shirt comes out the salesman flatteringly explains:

"There, Mrs. O'Brien, that's mighty fine; considering it's your first attempt! If you can do *that* well *without* any practice you will soon have it right down to perfection."

Another good reason for this policy: A woman buys an ironer to save time as well as labor. She is acutely conscious, therefore, of the time element involved. When she is at the machine time is forgotten in the fascination of feeding through the clothes.

AN ANALYSIS of the records of both dealers shows where ironer prospects are to be found. Fifty per cent of their sales are made to washer customers, 30 per cent to friends of washer or ironer users and 20 per cent from cold canvas—ironer in back of auto methods.

Until six months ago it was O'Brien's policy to employ a woman demonstrator to handle salesmen's ironer prospects. If an order resulted the salesman paid the demonstrator five dollars—a time consuming and costly process. His men are now saving that \$5 and closing a higher percentage of leads than formerly. O'Brien is saving \$65 a month; the added compensation he formerly paid the demonstrator.

His men find that with a present-day ironer it is practical to call on each neighbor within a six-house radius from the home of a satisfied user. For this semi-cold canvass a number of machines are carried in the back of the auto. Frequently they leave three or four of these during such a solicitation.

Not only have individual incomes been increased 20 per cent but the accompanying contentment has cut help salesman turnover in half.



A Market Beyond



Gas engine washers, a worth-while line for the electrical merchant. Dealers in large cities and small towns are profiting from this business.

ACCORDING to the latest report of the American Washing Machine Association 14 per cent of the total retail dollars volume of its member companies' sales for 1928 was represented by gas engine washers. In units this was 102,902 washing appliances (10.4 per cent) of the grand total of 989,658. The average retail price was \$175.

It is evident that the rural market for gas engine powered washing machines is rapidly expanding.

Is this farmer demand a worth-while one from a merchandising viewpoint? Is it logical for the electrical dealer to extend his selling activities to this field? How shall he sell and what will it cost? How about servicing?

To answer these questions *Electrical Merchandising*, through its editors, has been talking to washing machine dealers.

A significant feature of this investigation was the complete uniformity of agreement among all the dealers interviewed as to the salient features of this merchandising activity. For example each cited the following advantages:

The field, comparatively speaking, is an unworked one. This means that competition demonstrations, with their resulting costs, are seldom encountered.

The ratio of sales to demonstrations is higher in the country than in the city. The former averaged one

By Ray V. Sutcliffe

sale to every 1.7 demonstrations.

Because of this fact selling costs were estimated at just about the same as among the more accessible townfolk.

Credits are better and capital turnover faster—notes, immediately discountable at the local bank, being the rule.

SERVICING costs, and here again all concurred, depended on the type of engine used. Those washers equipped with a gas engine with a principle akin to that employed in the larger farm engines, were surprisingly free from trouble. With few exceptions this type, if it did balk, was readily adjusted by the farmer or his mechanically-minded son. Farmers, it was explained, are accustomed to making their own repairs on non-electrical implements. Actually fewer calls were received from farm customers than from the more exacting, and less self-reliant, city dweller.

Again, it was agreed that the farmer is not a difficult person to reach, or to sell, provided a reasonable amount of time and energy is expended in his direction. Practically the same appeals and the same promotional methods are effective in his instance as in the case of the power line subscriber.

To enlarge upon this latter point: Fred Oesler, Mendota, Ill., population 5,000, has been selling washing machines, both gas powered and electric, for twenty-two

the Power Lines



Fred Oesler, Mendota, Ill. (right), finds that it pays to run semi-annual premium offers and to stage mass sidewalk displays, with one or two of the engines running.

years. Last year he sold 22 gas engine washers (Voss) to farmers—28 per cent of his total washer sales. He conducted two circularizations of 300 names each and spent \$35 in county newspaper advertising.

SPRING and Fall were the seasons chosen for making this sales drive, Spring (house-cleaning time) because the corn shelling and cattle money is coming in, and Fall because of the Fair exhibit.

December also is an excellent month for contacting farmers, by telephone and printed word, states Mr. Oesler, as the power washer is considered, by the farmer and his children, as even a more fitting gift for "mother" than is the case in town.

While newspaper advertising and direct-by-mail has been found worthwhile, as the rural prospect is more apt to take the time to read such copy, "still," continues Oesler, "fifty per cent of my gasoline power sales these past three years have been due to user good will, an unusually potent factor in the country district.

"You ask me how I get prospects?" he said. That's another good feature about this rural market—one washer, well sold, sells another. That's why I always go



out with each installation and stay clear through the first washing. Especially should this be done where it is also necessary to instruct the buyer about running a gas engine. To further encourage users to submit names of R.F.D. neighbors I give an aluminum wash stick to each customer sending in three prospects' names. Before I get through I generally sell at least one of those three."

THE observations of Mr. Oesler were typical of the small town, one-man set-up. But the city dealer also is able to merchandise washers to farmers successfully. These men employ salesmen on a straight commission basis, generally 15 per cent.

There are two ways this can be done. W. D. Moore,

St. Louis, Mo. (Meadows) pays trained city salesmen 15 per cent and routes them on occasional trips to rural centers when a sufficient number of leads have accumulated to make such a journey advisable. These leads he obtains from the manufacturer's advertisements in farm magazines, from users, direct-by-mail and local newspaper publicity.

Because of his sales experience and perseverance the professional salesman is well received, he declares. As the list on a gas engine machine is some \$30 higher than on an electric, this extra commission margin just about covers the added traveling and living expense. Mr. Moore also grants his representatives an extra \$5 to cover delivery and demonstration costs. The machines are picked up from the local freight station or from a sub-dealer's stock. Closings run twice as high as in the city—and, he says, they *stay put*. Reverts and payment lapses are half those of the less stable townspeople.

H. J. Fuchs, Fuchs Appliance Company, St. Louis, is equally satisfied with his system. This electrical dealer appoints part-time farmer or small town salesmen. These men will sell electric motor driven washers as well, their aggregate sales for 1928 being 48 of the gas engine type and 116 electrics.

Servicing is not a disturbing factor. Last year it cost the Fuchs company 1.4 per cent per farm washer. Branch stores are not required. "In fact," states Mr. Fuchs, "I discourage this practice as it slows up the field work of my men. These fellows own their own cars. They must service, at their own expense, each installation for the first 30-day period. They are required to devote at least half their time to selling washers and to make a report on one cold canvass for every lead they contact."

None of the dealers interviewed reported that financing of these rural sales was a problem. The reason

for this was that the farmer pays by note—and is accustomed to meeting that note when due. The steps in this process are as follows:

a. The dealer secures at least a 20 per cent down payment.

b. Before accepting one to four notes for the balance he visits the local bank and makes certain that the risk is Okeh and that the banker will accept these notes for immediate discount.

c. He draws up the notes at 6 per cent per annum and cashes them at the local bank. The bank generally assumes the responsibility of collecting them but the dealer must endorse this paper.

THREE special talking points are stressed. The availability of the fractional HP. engine for light auxiliary service, the portability of such a machine and the need for a mechanical washer on farms—where washings are heavy.

Oesler finds that owners of hand driven washers are excellent prospects. The allowance for these types never exceeds \$15. Renters as well as owners are also worth contacting.

The greatest obstacle encountered was not the nature of the motive power but the added cost of such equipment. Repeat calls by telephone as well as in person, particularly at such times as "crop money" was known to be available was the only solution of this problem.

From the preceding it is apparent that whatever added overhead is induced, due to the time and transportation expense involved when selling the farmer, is neutralized by the added unit price per sale, the lower cost of newspaper advertising and living expenses in the country, the higher ratio of sales to demonstrations, and fewer reverts.

In Topeka the Salesmen Also Deliver

IN TOPEKA, KANSAS, the lighting company salesmen deliver all "one man" packages from store to user. The advantages of this plan far outweigh its apparent objections according to the salesmen as well as merchandise manager, W. A. Gregory.

Such a policy provides an ideal opportunity for the field representative to increase his average number of selling contacts per day. During a recent Mazda lamp campaign, each of the eight salesmen in the employ of the Kansas Power and Light Company averaged thirty delivery calls per day. Sixty per cent of these contracts were made the occasion for a personal chat with the housewife concerning the status of her electric equipment and future needs. Due to this extra activity average sales per man during September, when this campaign was in progress, were \$400 greater than otherwise would have been the case.

Ordinarily Gregory's men average three delivery calls a day, at least one of which results in a definite sale of additional merchandise or a worthwhile lead.

"Such a policy would be much harder to operate," declares Mr. Gregory, "were it not for the fact that each salesman is assigned exclusive territory and gets his 8 per cent commission on *all* goods that go into his bailiwick regardless of whether the sale is made to the housewife in the store or by direct approach in her home. The

men, knowing that they will be credited with all business originating from their territory, welcome the chance to meet more prospects and to lay the groundwork for *ultimate* sales.

"Only about 10 per cent of my men's time is required to deliver the goods; 40 per cent is spent in ringing bells and the balance of their time following live leads and 'call-backs'."

Salesmen with the K. P. and L. Co., Topeka division, formerly received a salary of \$50 a month and 8 per cent on all sales. When the delivery plan was instituted the salary was raised to \$75 per month to cover the additional cost of automobile operation—a total added yearly outlay of \$2,400. Each man owns his own car. As this move eliminated the expense of a light delivery truck and its driver—a saving of \$2,200 per annum—the net added cost to the sales department was small and increased selling efficiency is offsetting many times the small increase in operating cost.

During 1927 the lighting company sold \$88,742 worth of electrical household equipment. For 1928 gross sales exceed \$211,000. Eighty per cent of this increase is attributed to the enlargement of its sales force, the granting of exclusive territory and, last but not least, having the salesman "deliver the goods," creating the opportunity for new sales.

UTILITY to Buy

Dealer Paper

Q The New York Power and Light Company announces a new plan of dealer co-operation by financing partial payments on rewiring, fixture-installation and range sales.

WITH a view to stimulating rewiring and the installation of fixtures and ranges by electrical dealers, the New York Power and Light Company has put into effect an original plan for co-operative financing.

"In this bedlam of competitive markets," their plan book reads, "one individual or one concern can change conditions very little when acting alone.

"By a closer relationship the message of Electric Service can be amplified and broadcast with a force and energy that will drive the idea of its use home, through and over this competitive scramble.

"Before there can be a ready acceptance of the use of the electric service on the part of the public, however, their false notions of wiring and distorted tastes in lighting must be swayed and directed to a keener appreciation of electrical convenience and the charm of attractive lighting.

"In the past the approach to the home market with all its forcible advertising, well-defined selling methods, and all educational features has been retarded by the lack of a dignified convenient payment plan. Today we must do more to arouse an interest in Electric Service, and create the desire to enjoy its many uses. The sale must be hastened with uniform easy terms of payment which are just and equitable to all."

AFTER careful analysis they found the market for rewiring and fixtures was divided into three main classifications:

1. Old houses not wired.
2. Old houses needing additional wiring and better lighting.
3. New houses.

The first classification can be sold, they maintain, by merely informing the owners how they can enjoy electric service at a reasonable cost and on convenient terms. The second—old houses with insufficient outlets and antiquated fixtures—provides a tremendous market that has been neglected. The new houses should be sold on the Red Seal specifications to take full advantage of the business.

The financing plan is both ingenious and timely. The power company finances the dealer-contractor on every sale of house-wiring and installation of fixtures completed on partial payment terms. The dealer, for his part, must turn over the contract to the company who will arrange to collect the installments through their usual channels—the monthly electric service bill. The

only provision made by the company is that the credit risk shall remain with the contractor, the company reserving the right to re-assign the contract in such an eventuality.

What does this amount to? It means that the company has decided to go out of their way to enlist the aid and co-operation of the independent dealer-contractor in building up business. The plan serves a double purpose—strengthens the position of the contractor and at the same time providing for a potential load-increase.

In effect, the company approaches the dealer, puts a brotherly arm around his shoulder and says, "Look here. It's to our mutual advantage to get together and increase business—that's understood. Here's our plan. We will help you educate the people into making their homes up-to-date with modern wiring, fixtures and appliances. You go out and sell the orders and arrange to have the work done. In the meantime, sign over the orders to us and we will take care of all the installment financing. As soon as the contract is assigned to us we will pay you the contract price of the sale (in the case of a range plus any installation charges). From this amount we will deduct the down-payment (not less than 10 per cent) made by the customer and the carrying charge. The account is then off your hands and you can devote your time to getting new business. If we cannot collect an account through ordinary methods we will re-assign it to you."

In their offer to the dealers, the New York Power and Light Company not only outline the whole plan in complete detail but, at the same time, give the dealer a workable method of selling wiring and fixture-installation jobs. Their plan includes providing the dealer with illustrated educational booklets to be distributed to the homes in his community, and mailing out leaflets describing the advantages to be gained from a properly wired home.

ONE of the most unusual features is that the company makes its list of customers available to the co-operating contractor-dealers.

The dealer may obtain a list of prospects, grouped by streets, from the local office of the power company. He should then begin his personal survey of homes and, using the Red Seal specifications as an authentic guide, make the necessary suggestions for increasing the wiring of the home to a proper standard.

When the contractor sells a wiring job or contracts to

Please turn to page 99

ULTRAVIOLET

CARBON arc and mercury tube lamps are merchandise. But to sell them intelligently it is necessary for the merchant and his sales force to understand the simpler scientific facts about ultra violet radiation.

Such lamps will make the trade familiar with the wave lengths of radiant energy, just as radio made us familiar with the wave lengths of sound. These wave lengths on the chart shown here are measured by what is called the Angstrom unit. Light is visible radiation in wave lengths between 3,900 and 7,600 Angstrom units, as shown on the accompanying scale. The ultra violet rays are the wave lengths below light. Above the wave lengths of visible radiation are other rays known as infra red. Some knowledge of these is also important because of the familiar hand lamp for the application of heat.

The sun is the great source of all forms of radiant energy. The greatest part of the ultra violet rays emitted by the sun do not reach us. They are absorbed by the air surrounding the earth. However, some ultra violet radiation does reach us in sunshine, which, although below the visible scale, and therefore not apparent as light, has its effect on growing things and on our life and health. Sunshine also contains the infra red rays which are above the visible scale.

Because scientists are still studying the relation of radiant energy to life and health and because medical men wisely urge caution in the use of ultra violet radiation, the only safe course, as Dr. Luckiesh makes clear in this article, is to rely on nature for guidance. Therefore the electrical sources of radiant energy containing ultra violet rays should, in lamps designed for home use, supply only that radiation which is equivalent to summer sunshine.

and Other **Therapeutic Devices** *for the Home*

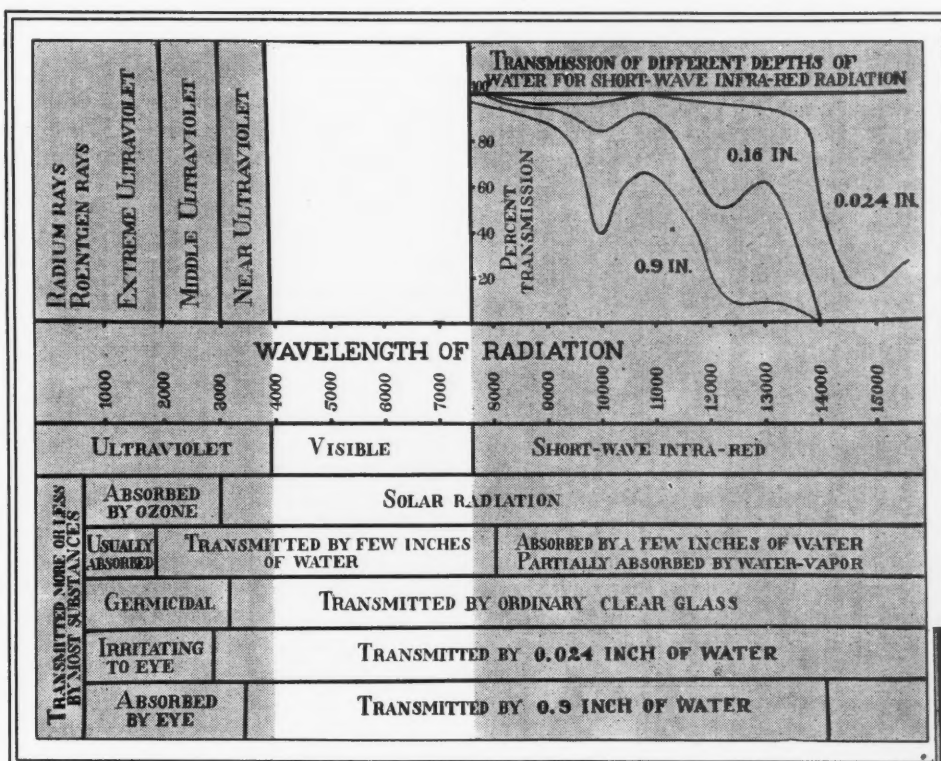
By M. Luckiesh

National Lamp Works of General Electric Company
Nela Park, Cleveland

A GREAT wave of interest in ultraviolet radiation has swept the country with the result that public demand and commercial claims are, in general, ahead of exact scientific knowledge. Many laymen and some professional therapists seem to believe that ultraviolet radiation is almost a cure-all. However, the entire field is very complex and, as yet, only fragmentary knowledge is available. Interest in deep therapy by means of visible and infrared radiations has also been stimulated by this wave of enthusiasm, although there is no close relation between these two fields of application of radiation to the prevention and cure of human ailments. Either of these fields is complex enough by itself; therefore, it is well to keep them entirely separated.

It is impossible to acquire an understanding of sources of radiation for therapeutic purposes without viewing radiation as radiant energy of various wave lengths. This need not worry the reader now because of his experience with radio. The sun or other source of radiant energy is fundamentally similar to a radio sending-station, excepting that it emits radiant energy of many wave lengths depending chiefly upon the temperature and material of the source. Various materials reflect, transmit or absorb radiant energy of various wave lengths, each in its own manner. Furthermore, there are almost countless receiving stations which utilize radiant energy of various wave lengths, each in its own manner. These are the so-called photochemical reactions, exemplified by the photographic emulsion, the eye, tanning of the skin, the action of chlorophyll in plants, etc. The accompanying chart presents interesting data for those who desire to look at the matter from the viewpoint of wave lengths. Various wave-length units are in use—the Angstrom unit in this case.

FIRST, it is well to note the wave-length range which represents radiant energy capable of stimulating the sensation of light. This is termed "visible radiation."



Radiant energy from the sun and artificial sources consists of a range of wave lengths or frequencies. In this chart the various ranges are shown by name and certain wave length limits are given which aid anyone in obtaining a basic view of radiant energy in therapy. This chart is from "Light and Work" and also "Light and Health" by M. Luckiesh.

Beyond the long-wave limit to which the eye is "tuned" is a region of invisible "infrared radiation." Also, beyond the short-wave limit of the visible region is a region of invisible "ultraviolet radiation." These limits are clearly shown on the chart and the wave-length scale is no more mysterious than the wave length or frequency scale on a radio.

Although a few scientific facts are definitely known in regard to the value of ultraviolet radiation in the cure and prevention of certain diseases, most of the present enthusiasm springs largely from the philosophy of sunlight as an environmental factor under which life on earth evolved. This is fairly sound philosophy, but it is not sound science. Scientists demand proof and are now in the midst of researches which will require years to present a co-ordinated picture of the relations of radiant energy to life and to health.

In the meantime, the public demands therapeutic devices and naturally manufacturers supply them. Some manufacturers are cautious and desire to protect the public as well as to serve it. Other commercial interests seem to be dominated by demand and by unestablished claims which are plentiful. Most medical men wisely urge caution in the use of ultraviolet radiation because it is dangerous when used without sufficient knowledge.

IN THE absence of complete knowledge, it is safe to go back to nature for guidance. In the chart it is seen that solar radiation reaching the earth's surface has a short-wave limit at wave length 2900. Whether or not radiant energy of shorter wave lengths is harmful or beneficial in general remains to be proved. Even medical men are not in agreement upon this point. Certainly, wonderful results have been obtained in the cure and prevention of rickets by utilizing the unfiltered radiation from quartz mercury arcs and open carbon arcs. The ultraviolet radiation from these sources extends far beyond the short-wave limit of solar radiation and throughout the "middle" ultraviolet. In some of the best

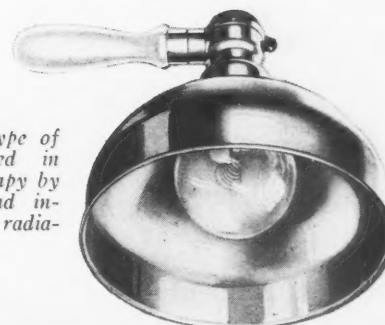
Right—Carbon arc lamp with glass filter of the type referred to in the article.



Left—Quartz mercury arc for home use referred to in article.



Right—Type of lamp used in deep therapy by visible and infra red radiation.



scientific work along this line no deleterious effects of this short-wave ultraviolet have been detected. On the other hand, there is evidence that certain harmful effects arise from radiant energy of wave lengths shorter than 2900 and particularly in the region of 2500.

Certainly it is known that radiation of wave lengths shorter than that in sunlight irritates and even destroys the outer membrane of the eye and also the outer skin if the exposure is great enough. In fact, such sources should not be used without protecting the eyes in some manner, such as with a towel or close-fitting goggles with special glass. Perhaps a person in good health and with average intelligence has little to fear from modern dosages of ultraviolet radiation from the sources mentioned, but in the present state of limited knowledge he should be guided by experience or the advice of a skilled therapist. The fact, however, that these sources are potentially dangerous is not sufficient reason alone to keep them out of the home. An automobile and many other devices which the householder uses are potentially dangerous. They also can be used unwisely. Therefore, each person using ultraviolet radiation must decide whether or not he can use it wisely with or without expert advice and whether or not economics dictate that he purchase a device or go to an expert for treatments. When and where sufficient knowledge and experience are available it seems likely that a substitute for sunlight can be a part of household equipment. In the meantime, the cautious purchaser may insist that a glass filter be supplied with the device which will screen out the radiant energy of those wave lengths not found in the solar radiation at the earth's surface just as the atmosphere filters out much ultraviolet radiation emitted by the sun.

ON THE other hand, it is reasonable to expect that many beneficial uses will be found for ultraviolet radiation of shorter wave lengths than are present in sunlight which reaches the earth's surface. Man has the ability to find uses for new tools. For example, X-rays and radium rays are not found in Nature in intense quantities. Man has produced them of great intensity and medical men use them to the benefit of mankind. Short-wave ultraviolet radiation is not as dangerous as these in general.

Referring to the chart, it is seen that ordinary clear glass is opaque to the extreme short-wave region of solar radiation. Unfortunately, these radiations between 2900 and 3200 are at present of most importance in ultraviolet therapy. Therefore, ordinary glass greatly diminishes the physiological benefits of solar radiation and for the same reason it destroys the benefits of artificial sources of ultraviolet energy. Quartz transmits fairly well throughout the "near" and "middle" ultraviolet, that is, to wave length 2000. Quartz is unnecessary for use with solar radiation because it is transparent far beyond the short-wave limit of solar radiation. Therefore, special glasses have been developed but some of these deteriorate in transmission after they are exposed to ultraviolet for some time.

QUARTZ mercury arcs and open carbon arcs have proved satisfactory as sources of ultraviolet radiation for therapeutic uses. Other arcs have possibilities but are not being generally commercialized. We can expect other developments. For home use the choice is determined by cost and caution. Nickel-plating and fine cabinet-work do not add to therapeutic value. The important thing is the source—its output, convenience,

and maintenance. The choice at the present time is limited to the arcs already mentioned. In foreign countries tungsten-filament lamps are being exploited for ultraviolet therapy but as yet there are not sufficient physiological data to recommend them for such use. However, tungsten-filament lamps are very satisfactory for heating the bodily tissue.

This other field of interest to householders is deep therapy by means of visible and infrared radiations. This kind of therapy differs radically from ultraviolet therapy. The dangers due to ignorance and misuse of proper equipment are not comparable. In fact, they are practically non-existent for such simple and satisfactory sources as tungsten-filament lamps.

The one known fact of this kind of deep therapy is that of heating at a depth in the human body. Therefore, the relative values of sources of radiation for this kind of therapy can readily be determined by a study of the radiation from the source and the absorption and transmission of this radiation by the bodily tissue. The human body can be heated locally by direct contact with something hotter—a hot towel, a heating pad, etc. However, if radiant energy such as visible and short-wave infrared radiation is directed upon any portion of the body it will pass into the tissue and eventually be absorbed. On being absorbed, this energy is converted into heat and a heating effect at a depth is achieved. Due to this increased temperature, normal reactions and agencies within the body are stimulated and beneficial results are often obtained.

THAT the body is transparent to radiation from a tungsten-filament lamp is readily proved by covering a flashlight lens with the hand. Viewed in the darkness it is seen that light passes through the hand. Referring to the chart, it is seen that an inch of water or less is transparent only to visible and short-wave infrared radiation. The best source of radiation for heating the body at a depth is one which emits these radiations predominantly because the body is composed largely of water. Taking other bodily materials into account does not alter this fundamental viewpoint. Thus it is seen that the choice of a source for heating the body at a depth is largely a matter of physics. From such a consideration it has been found that high-temperature tungsten-filament lamps are the most suitable for such a purpose. No special bulb is necessary and lamps from 100 to 1,500 watts are in use. For home use 100-watt or 200-watt lamps are generally suitable.

There are on the market many types of filament lamps in special bulbs and also various non-luminous radiators—usually heated electrically. It is obvious to one who is familiar with the physical aspects that most of these devices are made, sold, and used without proper knowledge. For heating the body at a depth, the regular tungsten-filament lamp of sufficient wattage and contained in a portable reflector is most convenient and most satisfactory. Colored bulbs, special lamps, and nickel-plating may add a medicinal flavor but they do not increase therapeutic value. A proper device containing a 100-watt or 200-watt tungsten-filament lamp is superior in comfort to hot devices to be used in contact with the body and is more efficacious for this purpose than most of the devices on sale. In fact, from the viewpoint of present knowledge it seems to be the best device available. Many of the devices being sold have no special merit and no justification for existence when price is considered.



¶ *The merits of an uptown location for a fixture business.*

Where Customers Can Park

FOR years J. C. English of Portland, Oregon maintained his fixture rooms and factory in the very heart of Portland's business center, but Mr. English has moved. The company now occupies quarters in an attractive building of their own on the outskirts of the business district somewhere in that borderland where residence and business meet.

In the first place, Mr. English considered that in spite of a certain prestige associated with a downtown location, there was more to be gained by the better layout possible in expanded quarters. There is very little "drop-in" business in the fixture trade. People do not buy fixtures because they are suddenly reminded of their need by an attractive window display and in consequence much of the importance of the downtown location to other types of business is absent.

On the other hand, people looking at the better type of fixture which is the kind in which Mr. English specializes, generally come shopping in their automobiles. This makes the downtown location a positive detriment, for lack of parking space and shortness of parking limits prove incompatible with the leisurely selection of fixtures.

The present building is so constructed that one side is dark—an excellent arrangement for the display of fixtures, but one which is seldom found in a building not erected specifically for this purpose. The two street exposures are faced with display windows which are kept attractive with a well spaced display of fixtures ceiling with solid walls, so that the interior may remain dark and offer more desirable display quarters for the various types of fixtures.



The building has nine display rooms, each devoted to a special type of fixture. This makes it possible to display bedroom fixtures with a background of appropriate wall paper and woodwork and also to segregate the period fixtures to good effect. The furnishings in the various rooms devoted to living room fixtures suggest different types of home surroundings, one being completely early American in feeling, another Spanish—and so on.

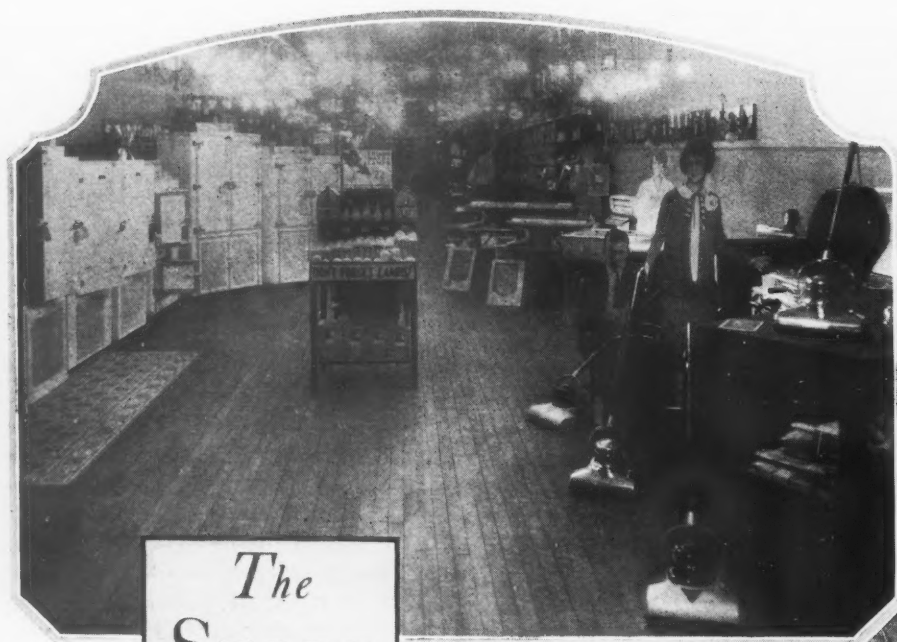
The delivery room is in the rear of the building permitting the entrance of trucks directly to the loading stage from a side street. Here great care is taken—articles are all wrapped separately and delivered in cartons. Thus, the unfavorable impression created when valuable fixtures are delivered in a slipshod fashion, is avoided. There is a definite saving, too, in the elimination of breakage.

Office fixtures are displayed in the offices of the firm which are located in the rear of the first floor. Here the major types of office fixture are installed permanently and used both for the daily needs of light and as a display for prospective customers. The same principle is followed in the lighting of the factory which occupies the floor above. Mr. English considers this model work room as the greatest advantage of his new location. It is light and modern in every aspect and proves to be the most effective salesroom of the establishment.

"Perhaps it would be harder to build up a business in a location out of the main business center," says Mr. English, "But once the firm's name is well established, it is certainly an advantage to have the fewer restrictions and the lower ground values in an outlying district."

How we Sold CLEANERS

to
Half the



The
STORE

THERE are approximately 2,600 wired homes in Beaver Falls, Pa., and more than half of them have been equipped with electric cleaners (Hoovers) by the Wolf Electric Company. It has taken several years to do this, of course, which only emphasizes the fact that the market grows as fast as we can make sales. Were this not so, the saturation point would have been reached some time ago, since Beaver Falls had less wired homes in 1914, when we commenced handling this make of cleaner, than the 1,500 sold locally since then. Let us inquire for a moment into methods and means.

In the first place, cleaners are sold in conjunction with washers, ironers and, more recently, refrigerators. Two men devote their time to these items, another man has radio in charge and we have just added a third to take care of oil-heating systems. All these lines are sold outside the store.

One of the men selling these four items prefers to work on straight commission; the other is on a salary and commission basis. They average about \$220 per month in earnings. Those who during these fourteen years have been employed in this capacity have averaged two and one-half years each at the work. It will be apparent, then, that labor turnover is not a constant problem with us.

Our entire sales structure is based principally on canvassing. The men call from house to house getting acquainted with their prospects and arranging for a demonstration appointment. On the occasion of the first visit they also leave appropriate literature of the appli-



The
SALESMAN

ance in which the customer is interested. The men then return and make the demonstration. This, of course, would not be the practice if our organization could provide for the concentration of one man on electric cleaners alone, but since the size of our city and its present state of electrical appliance development necessitate having the men sell the line, and since three of the items cannot be carried along on a canvass, we follow the plan of canvassing without the appliances.

Town

By

GEORGE

J. WOLF

*Wolf Electric Company,
Beaver Falls, Pa.*

*Sales
Resistance
Overcome by
a Three-Way
Selling System*



*The
USER*

SALES actually made in the field, that is, closed at the time of demonstration, approximate 35 per cent of the volume done on the four appliances. But the men's efforts are productive of bigger results than this—sales may be closed many months afterward which were initiated when the men were out on canvass. Every unclosed demonstration is seed sown, which will grow and mature into a sale in time if the yield is properly tended. Maintaining the essential contact until harvest time is best done by an outside activity.

Every purchaser is called-back upon shortly after the delivery and demonstration of her appliance. This is important—so that we may be certain that she uses her new electrical helper so as to bring best results as well as to secure for us the names of friends who should buy the same article.

This has always been our general practice and the necessity of adhering to it strictly was brought home to us in an incident which occurred a couple of years ago. We sold a score of cleaners for Christmas presents of which were delivered on Christmas eve, with demonstrations made immediately afterward. Along about February it became increasingly apparent that some

Hoover user in town was a knocker. Who it was we could not learn. We carefully checked back on those who had recently become users. And finally reached one home where we were angrily denied admission. We learned through her husband, a prominent business man, that his wife was not pleased with her cleaner, and through him we arranged for a visit. The mystery of the non-booster was soon explained. We found that the cleaner was not adjusted to her rugs properly; that it had been operated with a broken belt for some time and in other ways was being improperly used; in fact, the owner had been given neither a demonstration nor instruction on the use and care of the machine. The cleaner was promptly put in order and the owner shown all about it. She was so pleased that within three days she supplied us with the names of two friends, both of whom we sold on the strength of her splendid recommendation.

Contrary to general belief, we find that folks with whom we have had difficulty in making collections continue as customers. Typical is the case of a man who had become delinquent on his account and who failed to respond to our letters. We visited him, tactfully

explained our position and got him to sign an interest-bearing note. It was paid up several months ago. The other day he came in and bought an electric cleaner for which he paid cash.

ONE practice which undoubtedly helps sales along is that of tying together window displays with newspaper advertising. Whatever is advertised in the paper is at the same time shown in the windows. Following this rule in the electrical store, it seems to us, is just as essential as it is in any other line of business. Suppose an automobile dealer ran a good sized ad in the paper and failed to show his car in the window—would he get maximum results? Neither can the appliance dealer.

A most helpful thing in building sales is to have the entire staff of employees believing 100 per cent on the quality and performance of the merchandise handled. Office as well as selling force should know all that is possible to know about appliances. Educating the staff is done by ourselves, by manufacturers' visiting representatives and by attendance at such sales schools as manufacturers may be holding in nearby Pittsburgh. One day last Summer we shut up shop and the entire force motored to North Canton, Ohio, to spend the day at the electric cleaner factory. There we saw the cleaner

being manufactured, noted the various intricate processes, observed the care attending each detail and the quality of materials used, etc. No one can tell any of our employees that there is a better article manufactured—our staff *knows* too much about it.

On cleaners, one sale out of every four involves a trade-in. Wherever possible we endeavor to make the trade-in price such that we can afford to discard the old cleaner upon close of the transaction. Discarding depends, of course, on the allowance made and on the type and condition of the appliances. When we see fit, regardless of whether the cleaner be the make we handle, we recondition and sell it at a price which makes it a bargain to the customer.

On washers, we find ourselves reselling old users mostly—there are two trade-ins to one outright sale on this appliance. Ironers and refrigerators, on the other hand, have not yet attained such general distribution that trade-ins are a factor to be taken into consideration. Outside selling maintained as a daily activity, assures us of a minimum monthly volume, especially on cleaners. It enables us to buy with certainty and assurance, and accounts for the fact that we maintain a complete monthly turnover. It makes it possible to keep pace with the growing market and do even a little bit better to gain on it.

Wiring *Adequacy* Affects *Appliance* Sales

A check-up of 98 Red Seal Homes

By
George W. Austen

DOES Red Seal wiring activity have a reflex influence on follow-up appliance sales?

The Electric Service League of Toronto, which holds the record for Red Seal success by making about 80 per cent of all new housebuilding in Toronto Red Seal, has from time to time taken a cross-section census of Red Seal homes to ascertain the rate of appliance saturation. As the League handles hundreds of houses a month, a large proportion of which are \$3,500 to \$6,000 homes, a full census would be extremely difficult. The League staff of four men has not the operating capacity to do its big regular Red Seal work, and also carry on a COMPLETE check-up of appliances as houses are occupied.

But the League has just completed a cross-section survey of 98 homes (100 being the mark) which have been completed, given a final seal, and occupied in 1928. These are this year's homes, in which often the family has not acquired its full array of electrical conveniences. The results obtained speak for themselves. These houses vary in value from \$5,000 to \$20,000, with the majority around the \$10,000 mark:

The tremendous superiority of this ratio of electrification over any non-Red Seal average is appar-

No. of houses	Electric ranges
98	93
Washers	Vacuum cleaners
65	81
Irons	Toasters
100	98
Portable heaters	Grills
39	11
Electric radios	Sewing machines
36	31
Electric water heaters	Electric grates
77	55
Refrigerators	Floor polishers
47	8
Percolators	Ironers
27	10
Curling irons	Fans
90	26
Floor lamps	Table lamps
254	185

ent. Toronto has about 13,000 electric ranges for 150,000 meters. Red Seal wiring provision of complete range wiring to the kitchen is creating THOUSANDS of new range sales in Toronto, because the heavy service and range leads clear the way. There is no extra \$50 penalty for wiring. In addition to adding 40,000 outlets a year in new homes, Red Seal work in Toronto is unquestionably selling HUNDREDS of THOUSANDS dollars worth extra of appliances, lamps, equipment, etc.—simply by the provision of the adequate wiring, and the sheer force of the "Red Seal electric home" idea.



Two Junior Lamp Salesmen Bring in Results

THE two young sons of Archie Cline, electragist of San Luis Obispo, California, are definitely recognized in that community as salesmen to be patronized. The two boys started some years ago to sell lamps on a house to house canvass and have built up a clientele of their own.

The courtesy, reliability and smiling faces of the boys have made them welcome visitors at any front door and they do a business in out of school hours and on Saturdays which might be envied by many an older salesman. They are paid purely on a commission basis, Mr. Cline believing that this is the only basis on which boys should be employed.

Fixtures for 200 Houses in Six Days

INCREASING clientele was the object of the \$1 Fixture Sale recently staged by the Kaffer-Chapman Company at Denver—and it succeeded. Fixtures were sold to over two hundred different customers during the week this offer was in force, many of them entirely new to the store. The principle was not one of giving away premiums, but rather a form of price reduction in an appealing form which brought results. That is to say, fixtures were sold at list prices, but with every one sold the customer was permitted to buy a duplicate at \$1. As a result of this offer hundreds of chandeliers ranging from \$3 to \$67 in price were sold.

No substandard articles were imported for this sale, its object being to dispose of old stock and at the same time to establish new contacts.

Here's an IDEA

First Oil Burner Pay- ment Before Heating Plant Survey

"THE trouble with any oil burner installations," states H. B. Fisk, president of the Heating and Appliance Corporation, Chicago, Ill., "is not in the burner itself but is due either to an unscientific balance between burner and fire box or to some fundamental inefficiency of the original heating plant. It is essential, therefore, that a thorough engineering survey should be made of the present heating unit and premises before submitting final recommendations as to the type of burner best suited to perform the task at hand.

Fisk meets this objection by insisting that the sale be consummated *before* the survey is made. If subsequent investigation discloses that an oil burner, regardless of its type, would not be a wise investment the customer is so informed and the initial deposit refunded in full. This plan eliminates the necessity of the salesmen being held up by survey reports before going after new business. From the accompanying reproduction of the application form used by this concern it will be seen that, in the absence of exact figures, the approximate cost of the installation is quoted.

**DOLLAR
LIGHTING FIXTURE
'1⁰⁰ SALE '1⁰⁰**
ONE WEEK ONLY
April 16 to 21, Incl.

You may say fixtures and we will sell you another fixture
up to equal value for \$1.00
JUST IMAGINE, ANY FIXTURE IN THE STORE
FOR ONE DOLLAR

Then Wrought Iron 4-light
chandelier \$13.50.
We will give another for
\$1.00.

4-light chandelier \$11.50.
We will give another for
\$1.00.

A DUPLICATE
OR ANOTHER
UP TO EQUAL
VALUE

\$1⁰⁰

2-light fixture \$10.50.
We will give another for
\$1.00.

2-light fixture \$8.50.
We will give another for
\$1.00.

We Sell You Another Fixture in Equal Value for \$1.00

A DUPLICATE
OR ANOTHER
UP TO EQUAL VALUE

\$1⁰⁰

We sell you another for
\$1.00

See the Largest Display
Lighting Fixtures
in Denver.

Our entire line of Light-
ing Fixtures included in
this sale.

Mail Orders Promptly
Filled. Send Check or
Money Order.

Stores Open 9 A. M. Monday. Open Evenings Until 8

KAFFER-CHAPMAN
1616 Arapahoe St.
Keystone 3469 DENVER Main 8866

APPLICATION FOR NO-KOL AUTOMATIC HEATING SERVICE			
Heating and Appliance Corporation 215 N. Michigan Avenue Chicago, Illinois		Chicago, Illinois, Oct 23 1928	
Gentlemen: We request you to inspect the heating system and apparatus in the premises owned by <u>Donald Thompson</u>			
Located at No. <u>6532 Lake Shore Drive</u> Avenue <u>Chicago</u> Street <u>Illinois</u>			
For the purpose of determining the Model and size No Kol Automatic Oil Burner with necessary equipment best suited, in the opinion of the Heating and Appliance Corporation, for the above mentioned premises.			
It is understood and agreed that the approximate cost of the burner and installation, together with necessary equipment is \$ <u>680⁰⁰</u> against which the deposit of \$ <u>70⁰⁰</u> made this date is to apply. The balance \$ <u>610⁰⁰</u> to be paid as follows: <u>12 monthly payments</u>			
Signature of Purchaser _____			
Business Telephone <u>CEN 8215</u>		Home Telephone <u>SAG 0718</u>	
Business Address <u>16 North State Street</u>			

BLAME IT

on Someone Else

By William M. Emery

ONE of the foremost problems confronting the small-town dealer is to make collections promptly and at the same time retain the goodwill of his customers. Accounts are continually becoming delinquent because the dealer can neither collect his money nor take back the appliance without risking the loss of friendship and goodwill of his trade. The solution to the problem is so simple that it is a wonder that it is not universally practiced. It consists merely in removing the personal element from the dealer's collection problem by having a third party on whom to place the blame.

To any one at all familiar with the routine of collection work it will be apparent that the installment on the automobile and the payment to the industrial loan company are invariably taken care of before the electrical appliance dealer is considered. The basic reasons underlying this practice are not difficult to fathom: finance companies have a reputation for being "hard-boiled" and essentially unapproachable. The average consumer would rarely think of appealing to them for delays in payment or for any extension of the terms originally agreed upon. The simple remedy then is making it clear to the customer that it isn't the dealer who is demanding his money but the finance people who want action.

If you buy a Ford from a friend and later, because you cannot make the payments, the finance company repossesses the car, do you hold any grudge against your Ford Dealer?

What's the use of doing business with a finance company if you can't bank on their universal reputation of being hard-boiled, unapproachable sons of guns who demand and get theirs!

The terrible unknown third party is essential to a successful collection policy. No dealer can enforce good collections and still retain a maximum of good-will unless he can put the blame on somebody else's shoulders.

Let us digress for a moment. As a youth I can recollect with painful vividness some of the evils attendant upon eating too many green apples. We were inclined to engage in these gastronomic orgies with a good deal more enthusiasm than discretion and it was only after several violent attacks of the belly-ache that we learned to allow nature to take its course.

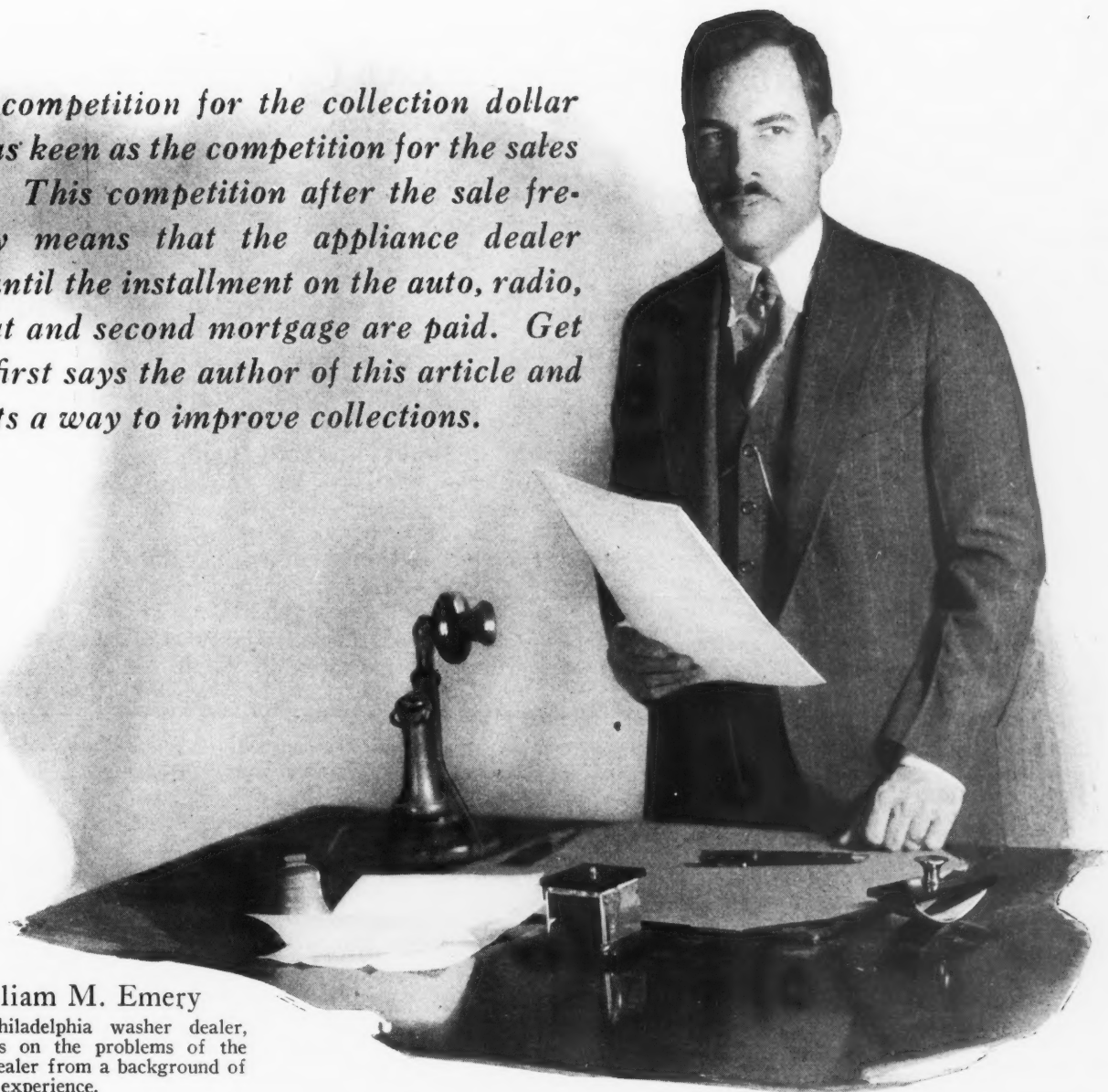
THE electrical appliance field is peopled with green apple eaters. Dealers are continually consuming more "greenings" than they can painlessly assimilate. We are not wholly unfamiliar with the sales philosophy of the green apple club—"If you wait until the customer has the money you will never sell him," they cry and then add the other slogan of high-pressurism, "It's better to kill 'em than let them die." The trouble with these slogans is that they are applied to sales only. Were the latter rule applied to collections as well, our green apple eaters might find that their digestive faculties functioned with greater harmony. The other "greenings" must be incubated until their potential profit content has ripened and can be assimilated.

Also in the electrical appliance field there is a basic flaw in our whole financial digestive system. This is perhaps best illustrated by a letter which I received recently from a large finance company. I had requested the names of a few of their customers in order that I might learn first hand of the success of their "co-operative" methods. They replied that they were not in a position to forward the names because of the very *confidential relationship* existing between themselves and their clients. One gathered that they looked upon it as a sacred trust which must be held inviolable.

WHY should this relationship be held so confidential? It is common knowledge that almost every dealer has a finance company with whom he pledges many if not most of his accounts. Why then make a mystery of it? Why not notify customers that the account has been sold or pledged? Collections, the dealer will find, are easier when the customer knows that his or her account is owed to a finance company. The collector representing the home town dealer does not enjoy the same success as a collector for an industrial loan company or the automobile discount house.

The reason is simple enough. You can almost hear the customer saying to himself, "Well, John is a good fellow—he handles his own accounts. I'll just write him that I have to miss him this month and he'll treat me all right. He won't mind—but that damn finance company has got to be paid somehow." What can John

The competition for the collection dollar is just as keen as the competition for the sales dollar. This competition after the sale frequently means that the appliance dealer waits until the installment on the auto, radio, fur coat and second mortgage are paid. Get yours first says the author of this article and suggests a way to improve collections.



William M. Emery

former Philadelphia washer dealer, who writes on the problems of the specialty dealer from a background of ten years' experience.

Dealer say? Can he be a Shylock in his own home town?

It is one of the tragedies of the electrical trade that the finance companies have taught us to be too confidential. We have been ashamed to tell the customer that all time-payment accounts are sold to finance companies in the same manner as the automobile agency down the street. False modesty!

Permanency and success can come only when at the same time we collect the money owing us and build good will. False modesty won't accomplish this. Putting the blame on a disinterested third party will.

THE finance companies have frequently stated their desire to co-operate with the dealer. I am, therefore, going to suggest to them that they can co-operate in a very practical way by mailing due notices to the dealer's accounts. These notices would remind the debtor that she owed money to an impersonal banking organization.

On the following page is a suggested form for such a due notice to be sent to each account.

These notices are designed for a stencilling machine. The dotted line on the notice, indicates the approximate size of the stencil.

The beneficial results of such a plan are all too obvi-

ous. It makes the old "confidential" plan seem absurd and antiquated in comparison. Mr. Goodheart no longer asks for *his* money and it no longer becomes a question for debate in the mind of the customer as to whether he shall be paid. In other words, the personal element in the transaction is eliminated.

The question naturally arises as to who should send out these notices. If I were a finance company which operated on the "purchase" basis I would think it a good stroke of business to send the notices for the dealer charging him about four cents apiece including postage and stationery. I would do this for the following reasons:

1. It would be a distinctive service.
2. I would be insured prompter collections and more successful dealers.
3. I could do it more economically and with greater uniformity than the dealer.
4. It would provide me with a constant check on the correct balance.

A combination stencil and ledger card would make the plan very simple in operation. The ledger is kept according to due dates, the dealer reporting the due date in

THE ASSOCIATED FINANCE COMPANY

New York City

Box 458

On or before the date indicated
make all payments promptly to
our agent:

Monthly
Due Date

Amount Due

Final
Expiration
Date

A. M. GOODHEART
48 Main Street,
Danville, Ill.

10th

10.00

June 1929.

Mrs. John Smith,
404 Home Boulevard,
Danville, Ill.

Balance \$.....

The balance tells the amount shown on the books of our local representative five days previous to the post mark of this envelope. If it does not agree with your record please notify us.

A suggested form of notification to be sent by the finance company direct to the customer. Such a collection routine, according to Mr. Emery, would bring more money on the date it is due.

connection with the account number when forwarding payment.

If I were a finance company operating on a "schedule" basis I should print a set of notices for each account when the lease is received from the dealer. These would then be forwarded to him monthly free of charge to mail out to his customers. It would be a simple matter to check up on their use through a field auditor.

And why should not the independent dealer who operates either on his own capital or through a bank be his own finance company? To set yourself up as a local capitalist may be stimulating to the pride but it does not help collections. It is like using a Rolls Royce and a chauffeur when you are trying to collect \$5 from a poor woman in an alley.

THE following monologue is entirely imaginary but it will serve to illustrate the basic principle whereby the dealer transfers the unhealthy rôle of Shylock from himself to the finance company. The dealer then appears in the light of the good samaritan; the customer's friend and defender:

Collector: "I was awfully sorry to receive a letter about your account this morning from the New York Finance Company. You know, Mrs. Jones, that I would do everything possible to help you keep your washer and, in fact, that is one of the reasons that I am here today.

"I have written Mr. Burns of the finance company several times trying to smooth things out for you, but when you failed to make the payment that you promised last week, it made it look very bad for me. The finance company won't take any excuses—you know how they are. Mr. Burns told me I must call for your washer today unless you make a substantial payment. I have to do just what they tell me because they send a field

man around regularly and I'd lose my franchise if I didn't. They are just as hard-boiled with me as they are with the customer. Finance companies are all alike.

"Really, Mrs. Jones, I'm awfully sorry I have to do this but you'll have to pay me \$30 today if you want to save the washer. No? Well, that makes it pretty bad. I'm sorry because you have kept your machine nice and clean. Can you give me \$25? Well, I'll tell you what, I don't know how you and the kids are going to get along without this washer. You give me \$10 now and \$10 on Saturday and I'll forward it to the company with a personal letter to Mr. Burns and try to fix it up for you. I will be glad to try and help you because you are a good booster for me among your friends.

"After this, Mrs. Jones, try to keep your payments up regularly as it will be so much easier for you. Besides I don't believe that Mr. Burns of the finance company will take any more excuses—he's mighty sore now."

This is a sample of the green apple sauce which can be more easily assimilated than the fruit in its native state. It is a policy of intelligent and intensive persuasion which brings definite results in increased collections as compared to the old tooth-pulling tactics which resulted in ill-will and loss of trade. It's not only easier to point to the big, impersonal corporation—it's good business.

Blame it on someone else!

In further articles, Mr. Emery will discuss new lease forms, and office methods and will give some additional sound advice on collection practice. These articles supplement his previous contributions, "Not Less But Better Canvassing" in our November issue, "Salesmen Compensation" in December, "Bringing Hidden Costs to Light" in January, and "Where Do Our Profits Go?" in February.

Planning SALES AHEAD

How the Central Indiana Power Company has scheduled its 1929 refrigeration activities—Applicable also to other major lines

BELIEVING that the merchandising of major appliances, including "pioneer devices," has now reached a stage where the application of a 12-month co-ordinated selling plan should be undertaken, C. V. Sorenson, sales manager for the Indiana Electric Corporation has formulated a refrigeration merchandising program which covers, in detail, each step in its selling process for every month of this year. Sorenson was assisted in this undertaking by the divisional manager of the manufacturer (Kelvinator) whose product is carried by the Northern Indiana Power Company, the Central Indiana Power Company and other allied utility properties.

Some of the advantages of such a plan are suggested in the first and concluding chapters of the 54 pages of multigraphed instructional material which has been prepared for the guidance of each district manager. The paragraphs in question read as follows:

"The aim of this merchandising program is to formulate a practical plan for the entire year's work in electric refrigeration sales and to so co-ordinate the entire operation for all the properties that it will be a pleasure for the salesmen and field managers, as well as for the home office executives, to strive toward its successful culmination, month by month, along definite pre-determined, lines."

"The successful execution of this program will result in gross sales of approximately \$171,500, with a net profit to the company of \$13,000. There will be added to the company's output about 450,000 kw.-hr. per year or 10 kw.-hr. per residence meter. The annual line revenue should be increased about \$17,000."

Two domestic refrigeration campaigns are provided for. The main purpose of these May and July periods of intensive selling is not so much to make a spectacular sales showing as it is to overcome the inertia characteristic of large and far-flung organizations and to demonstrate the absorption possibilities of the market.

The first campaign, already completely planned, provides cash prizes for company employees aggregating \$160.

THE second campaign follows closely along the lines of its predecessor. Eighteen months in which to pay will be featured.

Indicative of the thorough character of Sorenson's manual is the following list of subjects covered:

Monthly Calendar

In addition to a key idea for every month in the year March will be devoted to a personal canvass of every customer who is also a stock owner, during April users

will be given special attention, the May campaign will be preceded by a series of 15 "cooking schools"—already definitely scheduled. From April 15 to July 20 a "Kitchen on Wheels" will tour the properties. Each town has already been notified as to the exact date this portable demonstrator will put in its appearance.

Service School

Arrangements have been made for the instruction of all service men.

Sales Force

It has been recommended that one, full-time, salesman be apportioned for every 1,500 residence meters.

District Sales Meetings

Monthly sales meetings for each district are obligatory. At these times the plan for the next 30-day period will be reviewed.

Annual Quotas

As each district has been given its quota for the year it is required that a visible record of each week's and month's progress be recorded on a giant thermometer.

The advertising appropriation for each district is broken down into the following classifications: Displays, 0.2 per cent; literature, 0.2 per cent; direct-mail, 0.5 per cent; poster-boards, 0.5 per cent; home service bulletins, 0.1 per cent; newspaper advertising, 2.5 per cent; total, 4 per cent of gross business.

Combination Sales

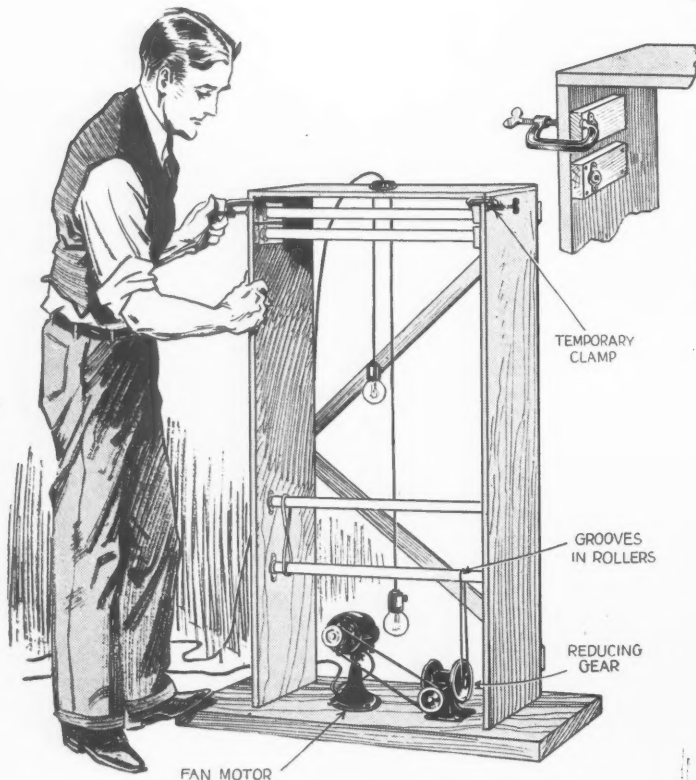
A five per cent special discount if the prospect purchases an electric range and refrigerator at the same time.

AT THIS writing the plan has been operating but 40 days. Its sales stimulating effect, however, according to Mr. Sorenson is already apparent. January's quota of 4 per cent of the 1929 bogey (\$6,860 of \$171,500) was exceeded by 20 per cent. As this year's quota was set at almost three times that of '28 it will be seen that this was some achievement—"almost entirely due to the fact that the men have a 12 months' vision of what they are expected to aim at and to hit," he declares.

When asked as to what provision had been made for encouraging employees to exceed their monthly stints he explained that monthly cash prizes for the district manager exceeding his quota by the largest margin were incorporated in the plan. These prizes will be held by the company until the end of the year and then presented at a "celebration" banquet.

Individual morale and sales results to date have been so promising that Mr. Sorenson has been led to start the formulation of other yearly sales plans and schedules for ranges and washing machines.

Make Your WINDOW



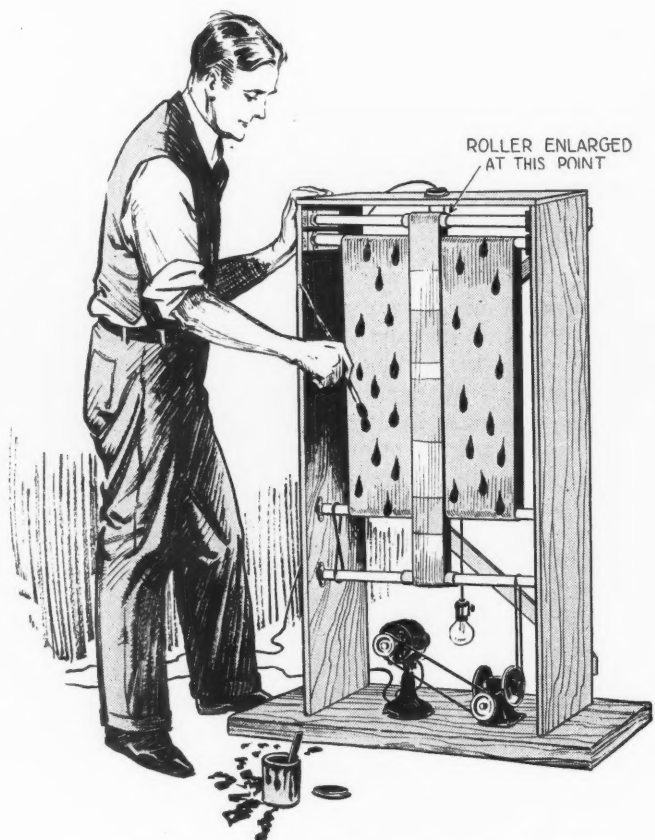
- 1 Framework rollers and position of motor and reduction gear, with belt to shade roller above. Cross belt to next shade-roller makes that turn in opposite direction.

THERE is a deep-seated curiosity in all of us to see how the wheels of familiar things actually go around—probably an adult hang-over of the urge to take it apart and see why it ticks. That very human weakness was profitably exploited by Mr. S. H. Alexander, display manager of the Public Service Corporation, of New Jersey. He made a working picture of an electric percolator on the job, and boosted over-the-counter sales of percolators while the crowd-gathering device was the center-piece of the show window.

IT SO happens, too, that the percolator window, apart from being an attractive sales medium for a special sale, is extremely appropriate for the month of April. Percolators are the appliance featured for the month by the National Electric Light Association in their "Coordinate Advertising Campaign." It is a window that can be tied up easily to an interior store display. A simple way to carry out this idea would be to have a central table devoted to a display of percolators with a background suggesting somewhat the make-up of the window.

A psychologist, familiar with the intricacies of human behavior, knows that moving objects attract attention far more quickly than lifeless displays. This is especially true, of course, in window displays when combined with the personal element, and many merchants make a prac-

The third of a series of articles on Action Windows with complete details for construction.



- 2 The narrow center curtain travels upward, giving the illusion of liquid being forced up through the tube. The wide curtain travels downward to visualize the drops returning. Note how the narrow curtain is made to travel around the outside of the wider one.

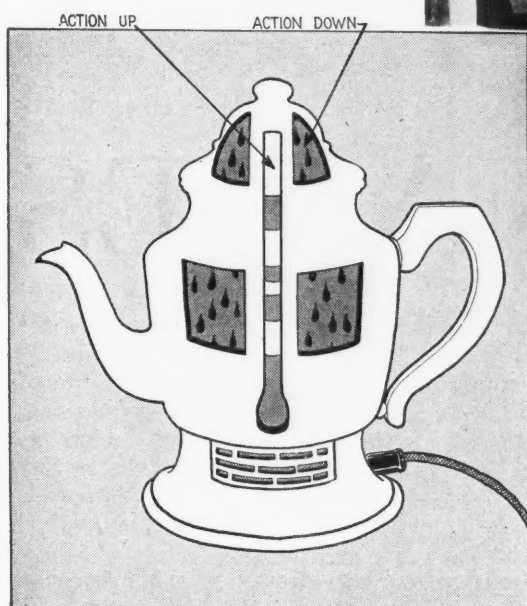
tice of hiring demonstrators to occupy their windows a large part of the time. The same effects can be created, however, with a window in which light, color and movement are all harmoniously blended. All these things can be achieved with little trouble and expense by any dealer willing to spend a little time constructing the apparatus described here. Technical knowledge isn't at all necessary and the average man with an elemental conception of mechanics can construct this percolator by merely following directions set forth.

THE first step, in making this day and night percolator salesman, is to have an art sign painter work up the

PAY *the* Rent

By

I. L. Cochrane



3 The appropriate window for April. Not only attention-compelling, but in keeping with N E L A "Co-ordinate Advertising" which features percolators for the month. Sketch to left shows painted front piece of percolator which stands about four feet high.

show card, or front-piece, cutting out where shown and following the proportions given in Figure No. 1. Also, have him paint two strips of muslin, or other thin fabric: One narrow with dark brown squares on a tan background; the other with dark brown drops instead of squares. If the front-piece is made four feet high it will be well to have four-foot lengths of each curtain. The width must be sufficient to cover respective openings, and the narrow one just barely wide enough to cover, so it will not be seen through the side cut-outs.

Then proceed to build the wooden frame as shown in Figure No. 1. Make it at least an inch lower than the front-piece, in order to keep the frame entirely hidden. Make the inside width of the frame about the same as the percolator body. Next connect a small motor together with a miniature reducing gear to the baseboard of the frame. (A line of small reducing gears, costing between \$5.00 and \$10.00 is made by Winfield H. Smith of Springville, Erie Co., N. Y.)

The rollers used are ordinary heavy window shade rollers. All roller-ends, where the rollers connect with

the "window," should be "free-end" roller fittings so that the roller may revolve continually. The two top rollers should have their bearings set into movable wooden pieces as shown in Figure No. 2. These permit securing the correct tension of the curtains by using temporary clamps. The lower rollers for belts should have grooves cut on a lathe. These grooves take the place of pulleys.

Cut curtains with narrow laps and glue the ends securely. When dry, place over rollers and adjust. However, before adjusting the narrow curtain it is necessary to wrap a few turns of thin, coarse-grained paper around the rollers on which the narrow curtain turns. This is to widen those two rollers to allow the narrow curtain sufficient depth to pass over and around the wider one. Use twisted wire, nail or other gadget to keep curtains running in one position, without wobbling from side to side. Next paste red tissue paper on the inside of ventilator holes at bottom. Hang lamps to give curtains translucency and show red at bottom. Fasten front-piece to frame by glued strips of cloth in rear, or brads that do not show.

Spreading from home to home the gospel of better and easier laundry methods, employing electric washers and ironers, central station home service women, house-keeping magazines and institutes are—

M ISSIONARIES



Ada Bessie Swann, Home Service Director, Public Service Electric & Gas Company, New Jersey and other home service women of the country are also helping to bring modern laundry methods and equipment into general use in their communities

Teamwork Pays!

Cleanliness is a man's wife. It is part of his brain, and his whole attention to his personal appearance can have much to do with his business success.

There is a decided connection between the full wash line and the full pay envelope. Frequent change of linen is an investment that pays dividends.

Men realize this, but yet in some homes there is no person that retains who launders. I'm to keep the wash down there ok. What a mistake! Soap is an instance of lack of teamwork which may lose the game.

THERE'S HEALTH AND WEALTH IN SOAP & WATER

PUBLISHED BY THE ASSOCIATION OF AMERICAN SOAP AND DETERGENT MANUFACTURERS, INC. 115 10TH AVENUE NEW YORK CITY

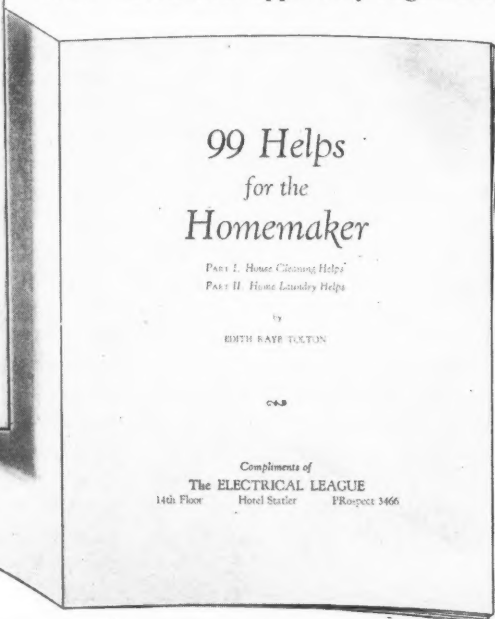
Above: An advertisement used by Cleanliness Institute to spread its story of cleanliness to homes and industries. At right: The booklet issued by the Cleveland Electrical League

EVEN with modern, efficient home laundry appliances the washing and ironing job can be only half done unless proper and scientific methods are employed in the use of this equipment. In a previous article on washing machines (*Electrical Merchandising*, October, 1927), L. Ray Balderston, well-known authority on laundering methods, states that in her opinion " . . . best results are obtained when the housewife, in her choice, evaluates equipment 50 per cent and the method of operation 50 per cent."

To obtain a maximum of efficiency from a washing machine, it is very important that the best possible laundry methods be used. Even such apparently slight things as water temperatures

and the type of soaps used have a marked effect on results achieved with any given washer. It can be readily seen, then, how important good washing procedure is, especially in a washer demonstration, and how necessary that the customer employ the best washing methods if continued satisfaction with the washer is to be obtained.

But whose job is it to do the missionary work of getting good washing methods





In Good Housekeeping Institute laundry methods and laundry equipment are thoroughly tested before the Institute's seal of approval is given

The laundry at the Delineator Institute where home laundry problems are worked out, the benefits of these experiments being passed along to housewives all over the country



By

Florence R. Clauss

into practice? To see that every washing machine user receives instruction not only in the operation of the machine but in all phases of the washing process? The dealer, the merchandising department of the power companies and their salesmen can undertake but a small part of this necessary education. So it is fortunate that they are being helped.

There are several agencies that are regularly bringing this information into the home—the women's magazines and housekeeping institutes, the government, through the Bureau of Home Economics, washer and soap manufacturers, through printed material and laboratory service and—don't forget the important part they can play—the home service departments of the central stations. One or the other of these agencies should undoubtedly reach into every home. Washer salesmen or saleswomen should, however, be familiar with this work and see that all their customers receive laundering information. It is also important to adapt the scientific laundering data prepared by various sources to the particular machine they are selling. This, of course, requires a little experimenting on the part of the retail sales organization. Some one should be selected to work out a washing formula which when completed can be easily passed along to customers as the machines are sold. When instructing a new customer in the use of her machine it is just as easy to employ the best accepted laundry practices and the results in sales and customer goodwill will be very highly rewarding. Accurate and authentic laundering data may be obtained from the United States Bureau of Home Economics at Washington, D. C., from the housekeeping institutes like Good Housekeeping, the Delineator, the Priscilla Proving Plant and from labor-

atories maintained by soap manufacturers, where research is constantly being conducted. Information issued by any of these agencies has been obtained by careful experimentation and can be relied upon for accuracy and practicability.

Some of these agencies issue bulletins on housekeeping operations, the bulletins being obtainable for a very nominal sum. It would be a very wise investment for any sales organization to place in the hands of all appliance customers bulletins dealing with the use of the particular appliance they are selling. For instance, on laundering, Good Housekeeping Institute has bulletins on "Laundry Equipment and Methods" and "Soft Water for Hard."

Right here I would like to say a word about an organization that is doing remarkably good work in spreading the gospel of cleanliness of clothes, homes and bodies, the Cleanliness Institute, New York City. This organization was founded by the Association of American Soap and Glycerine Producers, Inc., and is devoting its entire activities to country-wide propaganda for cleanliness in every phase of human existence. Its work is carried on by national advertising, by lectures, through stories and attractive printed material for school children, from the kindergarten age up; by contacts with industrial organizations, by a news service for the woman's pages of newspapers and by activities in every possible channel that will get the story of cleanliness to the home and to commercial and industrial organizations. Much printed

matter, unusual and appealing in character is issued by the Institute and may be had upon request to the Institute. While the efforts of this organization are directed toward the sale of more soap and soap products, there is an accompanying stimulation to the use of hot water and for the sale of washers, ironers, cleaners and other appliances that contribute to cleanliness.

ONE of the greatest laundry problems in the homes of the country is that of hard water, for only a relatively small percentage of the country's area is in the so-called soft water districts, as you can see from the map accompanying this article. Naturally in the hard water districts, the washing formula must be different from that employed in the soft water districts. While in many of the homes in the "hard water" districts a partial solution of the problem has been reached, there are still too many housewives that lack proper guidance and in consequence blame the washer and give it up and send clothes to a laundry. Much general information is available on the subject of hard water, but it must be specifically adapted to the particular community, as the characteristics of the water vary in different districts.

HARDNESS in water is caused by the salts of calcium and magnesium carried in solution. The amount of these salts in the water depends upon the character of the soil and rock with which it has come in contact. Localities where the ground contains large deposits of limestone or such minerals as gypsum and dolomite, the water will be very hard. In other localities where the ground contains but little of these deposits, the water will be soft. Between these two extremes are waters with varying degrees of hardness, which cause more or less difficulty. Whenever soap is added to hard water it combines with the salts, causing hardness, and by so combining softens the water but forms a substance usually insoluble which is commonly called "curd." This curd combines with some of the loosened dirt in the wash water and clings to the clothes. During the rinse also the hard water acts on the soap left in the clothes to produce more curd. For this reason unmodified hard water is not suitable even for rinsing. Clothes from which this curd has not been completely rinsed turn gray from the heat when ironed and it is practically impossible to whiten them.*

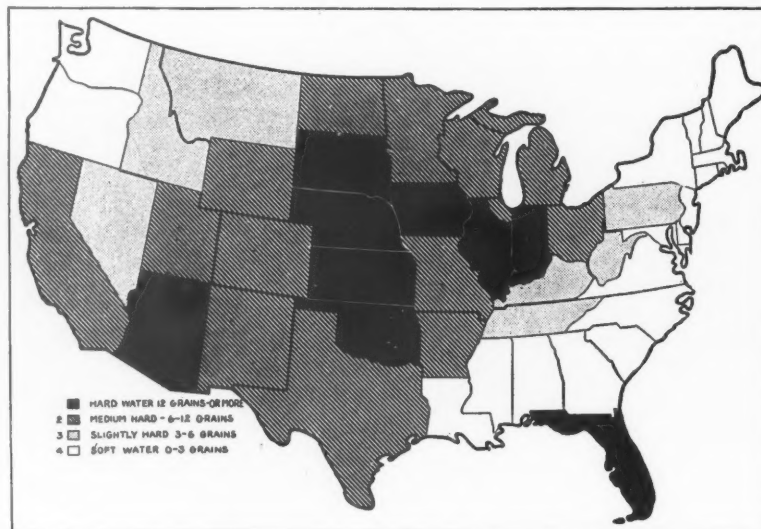
In the hard water districts rain water is sometimes used for clothes and dish washing. But rain water and the old fashioned cistern are not practical solutions of the difficulty.

*"Soft Water for Hard," *Good Housekeeping Magazine*.

There are many prepared softeners on the market like "Climalene," "Melo," "Oakite" and the old standbys—borax, ammonia and washing or sal soda. Directions for the use of the commercial softeners are given on the package. The washing soda is used in proportion of 1 lb. to a gallon of water. It should be made up in solution before being added to the wash water. The amount of the solution to be used will depend upon the hardness of the water. Enough softener has been added when it is possible to obtain a good suds by the use of the usual amount of soap. With soft water, from one-half cupful to three-fourths cupful of soap flakes to twelve gallons of water is used. If much more soap than this is needed to produce a suds, more softener is needed.

THE amount of borax to be used depends also upon the hardness of the water but as a general guide, from one-quarter to one-half cupful probably would be sufficient for the ten or twelve gallons of water in the washing machine. Ammonia, like borax, is a relatively mild alkali and can be used when washing delicate fabrics like silks and woolens. Washing soda should never be used with silks, woolens or colored fabrics but its judicious use, it has been found, will not injure white cottons or linens. Ammonia should be used in the proportion of one quarter to one-half cupful to ten or twelve gallons of water. Experimentation with any of these alkalis will be necessary before the exact proportions for best results can be calculated.

Obviously, the softening of hard waters should be handled by the municipalities, through the water works. However, this solution has not yet been generally brought about except in a few instances like those of Columbus, Ohio, McKeesport, Pa., Owensburg, Ky., etc. The next best solution is through the use of domestic water softeners, installed in the



Prepared by the Marketing Division, International Magazine Co.
Just how large a part of the country is confronted with the hard water problem is indicated by this map

home. There are several of the household-type softeners, of automatic and manual type, on the market.

Lever Brothers Company, Cambridge, Mass., manufacturer of "Lux" and "Rinso," offers a laboratory service in the testing of waters to anyone requesting such service. The company will make an analysis of water submitted and will work out for the inquirer a formula, giving the proper amount of soap to use. For the water analysis, the company requires a sample (about a quart) of the water from the faucet of the city water supply. This water should be placed in a bottle and sent to the company at the address above, marked for the attention of the Department of Industrial Co-operation. A similar service is no doubt offered by other large soap manufacturers, like the Colgate Palm Olive-Peet Company, Kirkman & Sons, Procter & Gamble and others.

THE soap manufacturers have prepared extensive literature on laundry problems and are glad to provide copies of this material upon request. I have just seen a copy of a "Home Laundry Manual" prepared by a washer manufacturer. The Cleveland Electrical League has also compiled a very helpful booklet, giving water temperatures, amount of soaps to use, stain removal, etc. A very comprehensive laundering bulletin has also been worked out by the American Washing Machine Manufacturers Association.

In soft water districts and in hard water districts where the degree of the water's hardness has been determined and treated, a general washing formula can be employed. This formula has been given many times in various home laundry bulletins and in a previous issue of *Electrical Merchandising*, but as it is such an important part of the laundry job and has such great bearing on the successful use of the washer, I am repeating it again.

First, the clothes are sorted. The white linens and cottens are divided into three groups, respectively, of table linen, bed linen and body linen and are washed in the order given. Colored cottons and linens are then washed and last, those pieces requiring special treatment, like silks, wools and rayons. Stains should be removed while fresh, but this is not always possible. The stains, however, should be removed before laundering as washing "sets" many stains.

THE clothes should be soaked at least one hour, preferably in lukewarm soapy water. Many people prefer to soak them for a longer period, or overnight. Some laundry authorities recommend that the clothes be placed in the washer, in cold or tepid water and the machine run about five minutes in lieu of the longer soaking period. It must be remembered that water temperatures are very important in the washing process as many stains, like those from milk, eggs, meats and other foods will be coagulated and "set" if higher temperatures are used. The first immersion or "soak" of the clothes should be of cold or lukewarm temperature. Either clear or soapy water may be used for the first soaking or "wash," in water of faucet or lukewarm temperature. The supply of hot water available and the degree of soil in the clothes will determine which procedure to follow.

For the second "wash," which is the real "washing" operation, hot suds, of 140 to 160 deg. F., should be used, the machine running 10 to 15 minutes, followed by a hot rinse of the same or slightly higher temperature. The first rinse water should never be cooler than the wash water as the soap, in solution, has a tendency to solidify again if subjected to colder temperatures. The hot rinse should be followed by one or two cooler rinses, in water of faucet temperature. With this formula the machine is in operation during the entire washing period and if time is not a factor, this process will save labor and give excellent results. If the clothes are put through the wringer or extractor after each wash and returned to the machine for rinsing, each wringing will help the washing process by forcing out the soiled water that would otherwise be carried over in the clothes to the next wash. Again the water supply and water charges will determine whether or not an extra rinse will be used. Where the clothes are not badly soiled, two loads may be washed in the same water by adding a little hot water and soap to the second load. To determine water temperatures, a thermometer should be used until the operator learns the "feel" of the various wash waters.

THE amount of soap necessary will vary in accordance with the hardness of the water and with a little experimenting, one can easily determine the exact amount to use. Do not work on the theory that if a little soap accomplishes a great deal a larger quantity will achieve proportionate results, for an excess of suds will interfere with the action of the machine and thus defeat its purpose. The amount of soap required for one tubful of clothes (about 9 gallons of water) varies. For water of ordinary softness, about one-half cupful of soap flakes is sufficient.

The machine should never be overloaded as overloading causes wear and tear on the machine and will not give as good results as if the clothes are permitted to move around freely. The manufacturer's directions give the capacity of the machine and it is best to follow these directions closely in loading the washer. The average load is about 9 lb. of dry clothes or "six double sheets," the term usually employed by manufacturers in stating the washer's capacity. It is recommended that each batch of clothes be weighed, allowing for basket weight, in ordinary household scales. If this is not possible, allow enough free space in the tub for the clothes to move around.

With the small table type washer, of which there are about five on the market, the same washing procedure as recommended for the large washer is followed. Manufacturers have performed an excellent service in creating machinery to take the drudgery out of housework, and it is up to those of us in the industry who sell these appliances or who in any way have contact with the users of the appliances to help them obtain a 100 per cent service from their washers, ironers and other appliances. As pointed out at the beginning of this article—50 per cent for equipment and 50 per cent for method of operation will insure perfect results.

Sources of Laundering Information

- United States Department of Agriculture.** Farmer's Bulletin No. 1497, "Methods and Equipment for Home Laundering."
- Delineator**, 223 Spring Street, New York City—"Inside Tips on Washing Machines and Their Care," June, 1928, page 56; "The Institute Presents Modern Methods of Laundering," July, 1927, page 40; "Planning a Place for the Equipment of the Laundry," January, 1928, page 43.
- Delineator**—"Little Things That Matter," February, 1929, page 42.
- People's Home Journal**, 80 Lafayette Street, New York City—"Laundering the Baby's Clothes," January, 1929, page 12.
- McCall's Magazine**—"Laundering Delicate Fabrics," January, 1929, page 44.
- Good Housekeeping Institute**, 57th Street and 8th Avenue, New York City—"Solving Your Laundry Problems," November, 1928, page 80.
- Good Housekeeping Institute**—Bulletin "Laundry Equipment and Methods" and Reprint "Soft Water for Hard."
- Lever Brothers Company**, Cambridge, Mass., Bulletins: "Soap," "Dirt," "How Does Soap Clean Clothes?" "The Perfect Demonstration Wash," "Hard Water," "Rinso" in Hard Water Cities," "What Are Suds?" "Laundering of Rayon," "From Hamper to Clothes Press," giving complete washing procedure.
- Colgate Palm Olive-Peet Company**, 360 North Michigan, Chicago—"Laundering in its Relation to the Conservation of Fabrics," a pathoscope production, known as the Laundering film; "Home Washing Helps," 7 bulletins, "Soap," "Water," "Textiles," "Stains," "Family Wash," "Dyes," "Washing Special Articles," Leaflet on washing of infant's clothing.
- Kirkman & Sons**, 215 Water Street, Brooklyn, N. Y.—"The Principles and Practices of Laundering."
- Procter & Gamble**, Cincinnati, Ohio—Series of leaflets on safe washing of various fabrics. "Approved Methods for Home Laundering" and "Saving Golden Hours."

In the January, 1928, issue an article on "What the Housewife Thinks of the Outside Salesman" attracted much comment from electrical merchants and manufacturers. Recently we commissioned a professional shopper to visit all electrical appliance stores, central station stores and department stores in a large eastern city. Her reactions can be taken as typical of the average woman shopper.



What the CUSTOMER Thinks

By Mary Davis
Professional Shopper

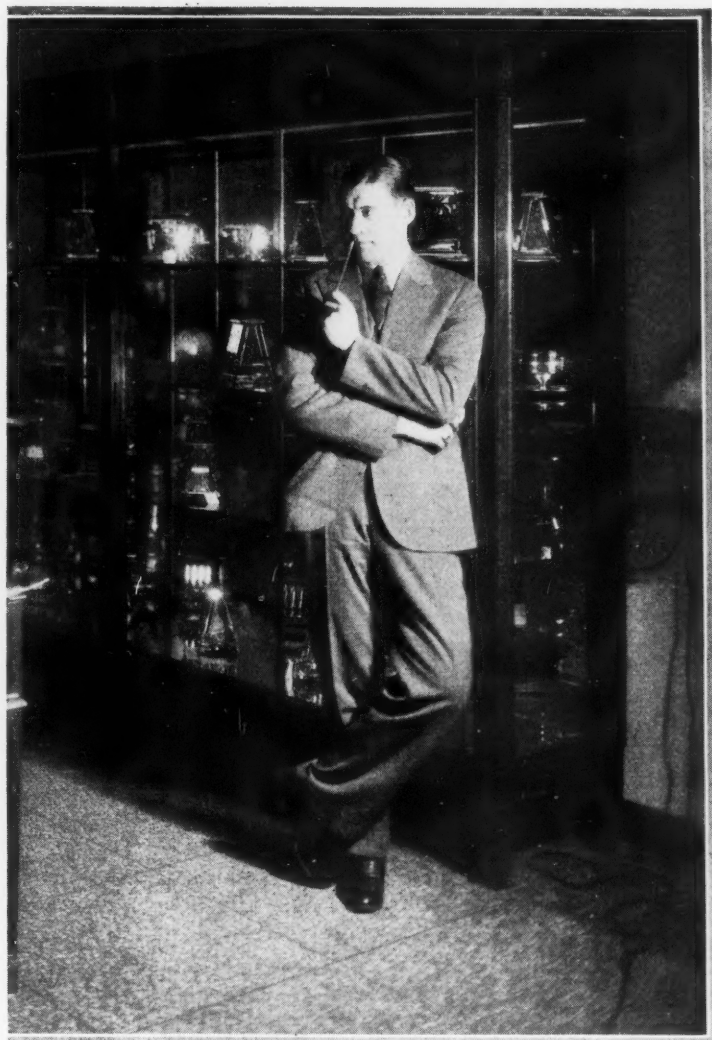
FRANKLY, this is an opportunity for which I have long been waiting. On the occasion of some of my shopping visits I have often wanted to express my feelings about the attitude of the store sales clerk with brutal frankness and scant regard for the usual amenities of conversation. I would like to say cutting things and endeavor as much as possible to shake him loose from his usual attitude of studied complacency.

I can't understand why the retail merchant will create a real consumer demand for his products by judicious advertising; will carry a stock of good merchandise attractively displayed, and yet when everything possible has been done and the customer is in the store, the most important step—the initial personal contact—is sadly neglected. It seems to me that the dealer is too prone to place his faith in the externals of the selling business

—advertising, price, and quality merchandise, while too little attention is paid to the personal element—one of the most significant factors.

An incident from my shopping experiences will serve to illustrate my point. I went with a friend to the Sales Rooms of the F— Company with a view to examining electrical refrigerators. A rather superior-looking salesman was standing just inside the doors which were of the heavy swinging type requiring considerable pressure to open. While he watched calmly we both pushed on the doors which finally yielded to our combined efforts. A trivial matter and yet we entered the store distinctly irritated and worse—prejudiced. Once inside the salesman bowed politely enough but I could have smacked him with my umbrella.

Our dislike was easily transmitted to the product he represented and although my friend had come out that day with the firm intention of buying an electric refrigerator, we departed after a cursory inspection. At another store the salesman allowed us to leave without bringing any pressure to bear on the sale whatsoever.



The Sales Clerk's **CHIEF WEAKNESSES** *According to Mary Davis*

- 1 - TOO LITTLE COURTESY
- 2 - NOT ENOUGH ATTENTION
paid to little things
- 3 - INDIFFERENCE
in following up sales
- 4 - POOR CLOSERS
but good demonstrators
- 5 - NO REAL INTEREST
in the actual sale

of the Store Salesman

"Take 'em or leave 'em," he seemed to say, "Your decision in the matter does not really concern me in any way." When we left he did not take my friend's name or address and even neglected to give her his card.

IN MY shopping trips for electrical merchandise I have visited all types and varieties of stores—retail electrical stores both large and small, central stations, department stores and manufacturer's showrooms. The types of sales help I met with differed widely, of course, but there were several characteristics noticeable in their methods which makes it easy to group them in general classifications. As a general rule one is impressed with the fact that the salesman is polite, well-informed and courteous—all desirable attributes. But there was something lacking. For one thing, the motions of making a sale or interesting a customer are gone through in a more or less mechanical manner—it is all too perfunctory. They may be selling a splendid product and be perfectly familiar with all the mechanical details but although an appliance may be demonstrated to perfection, the whole perform-

ance lacks sales-getting interest because the salesman rarely injects the necessary warmth and enthusiasm into his talk. Personal magnetism enters into the situation to a certain extent but the qualities that are of the most vital importance are confidence and enthusiasm for the merchandise in question and a genuine desire to make a sale. It is this latter quality which I found so seldom in the ranks of sales clerks. A mere recitation of the virtues of the appliance sounds flat and colorless—all the difference between the schoolboy's recitation and the orator's impassioned eloquence.

MY VISIT to E's Department Store brought this fact home to me forcibly. The clerks in their Electrical Department seemed willing enough to wait on the customers but their interest in pushing a sale to a successful termination did not seem to exist. They were very polite and demonstrated their merchandise well but I was treated all the time as a shopper.

"I have received a present of some money," I said
(Please turn to page 101)

ADVERTISE

Among other things, FRANK B. RAE, Jr., discusses mud-slinging, and premiums in connection with the electrical merchant's advertising.

IN A PREVIOUS ARTICLE in these pages it was mildly suggested that the advertising of electrical appliances would be much improved if those writing the ads, or responsible for them, would mix a modicum of brains therein.

This suggestion, made in the friendliest spirit, was received with yowls of protest. With curious illogic it was pointed out that the industry's ad-writers have, on the average, more brains than this

writer. Maybe so: maybe not—I don't want to make any incriminating admissions. But I beg the indulgence of the Chair long enough to ask, "If you have more brains than I have, then why don't you use 'em?" For it is not the lack of brains, but the non-use of brains which occasions me those acute pains whenever I am forced, in the line of duty, to peruse appliance advertising.

All I know is what I read in the papers, as Will Rogers says, and one of the things I recently read in an up-state paper was this ad of the Blank Furniture Com-

pany illustrated here. If you will peruse the paragraph indicated by arrow you will see that the dealer devoted the most prominent portion of his ad space (costing him \$19.95) to tell the prospective buyers of radio how to utilize Atwater Kent's co-operative advertising.

Now what, if anything, does anybody think Blank was thinking about when he inserted this boiler-plate? The answer is, he wasn't thinking at all. Undoubtedly Blank has brains or he wouldn't be at the head of a company rated at from \$25,000 to \$35,000 first credit, but just as undoubtedly, in the matter of this ad, the Blank bean was dormant, torpid, numb and *nix comprehendo*.

Which makes our point.

* * * *

TO WHOM are your advertisements addressed?—to yourself?—to your competitors?—or to real, flesh-and-blood prospects? After examining about five thousand appliance ads within the past month, I estimate that fifty per cent of them were written to please the man who paid the space bill, about thirty-five per



"Time was when the purchaser of a suit of clothes expected free a pair of suspenders, a barlow knife, a necktie and all the ginger snaps he could eat."

to Your Customer —NOT Your Competitor!

cent were written to throw mud at the competition, and perhaps fifteen per cent were written with some reasonably coherent idea of interesting prospective purchasers of appliances.

* * * *

There is no hope for the man who writes ads for self-consumption, so I will spend no time talking to him or about him.

* * * *

Of the mud-slinging ad there is much to say which could all be summed up in a single word—don't.

Mud-slinging is generally, though not always, the outcome of tough competition. When we see a competitor getting business away from us, the natural instinct is to fight with any weapon within reach, and human nature is so constituted that the handiest weapon, generally, is mud.

The reason for this is plain to all who stop and think a bit. When a competitor is beating us do we ask ourselves, "How can we strengthen our sales presentation to overcome this competition?" On your life, we do not. Instead we ask, "How can we weaken this burglar's hold on the public so they will quit buying from him?" And we thereupon proceed to tear his merchandise to shreds, showing the public how bad it is. Our big idea is to induce people *not* to buy the other fellow's merchandise. We entirely lose sight of the fact that what we are advertising for, what we are in business for, is to induce people to buy ours.

A couple of thousand years ago there were a number of wise old birds at large, mostly in ancient Greece, who developed schools of logic. The idea was to teach the youth of the land some of the fundamentals of straight thinking. Among their formulas was one which they spoke of as *reductio ad absurdum*—which meant, in effect, that one can prove a proposition foolish by agreeing with it so thoroughly that its foolishness becomes apparent. I suggest that we apply this *reductio ad absurdum* method to the knocking ad, and that we take a washing machine ad as a specific example.

Looking over a bushel-basketful of washing machine ads and combining all the left-handed compliments con-

ATWATER KENT RADIO

the
1929
ELECTRIC SET

\$77
(without tubes)



Model 40
A. C. Set. For 110-120 v.d.t. 50-60 cycle alternating current. Requires six A. C. tubes and one rectifying tube, \$77.
Also Model 42 A. C. set, \$88, and Model 44 A. C. set, \$108 (without tubes). Battery sets, \$48 and \$58 (one tube and batteries).

Sure-fire radio

THIS is proved radio. Atwater Kent, with a determination to make the finest radio at a price anybody can pay, has been doing it for six years. 1,650,000 families have bought Atwater Kent Radios; your own friends have it and know it's good. The electric set for 1929 marks another advance. Everybody who buys it is delighted. It is charming in both performance and appearance. You can buy it, just as you'll listen to it, with assurance that it's right. Let us show you by a demonstration at the store or in your home—no obligation to you. The supply is limited because so many people have ordered. Be prompt. Call or telephone immediately.



"Radio's truest voice"
Atwater Kent Radio Speaker: Models E. E-2, E-3, same quality, different in size, each \$20.



Zenith Radio

All Electric Complete--Installed
\$185 up
FURNITURE Co.

This advertisement was clipped from a small town newspaper. Dealer's name deleted.

tained therein, I present the following:

Whooziss Electric Washer

This washer is **SAFE**—children's little prying fingers can't get hurt. It has no parts inside the tub to collect scum or grease, no center post to catch, tangle and tear the clothes, strain fabrics, stretch and distort woollens, or crack silk or rayon garments. Breaks no fingers, buttons or metal fasteners. There are no exposed, dangerous moving parts. The tub will not dent and can't be cracked. There is no belt to rot, slip, get loose or break. Convenient terms, quick delivery and—no red tape.

EVERY word and phrase in this masterpiece is taken from some ad published in the newspapers by a washing machine dealer or manufacturer within the past ninety days. It represents, not an effort to sell washing machines, but a vicious effort to scare timid folk from buying washing machines. It advertises the fact that the electric washing machine—the other fellow's washing machine, of course—will maim little children, injure its operator, tear up the clothes, fall to pieces because it is weakly made, and, on top of all that, is a filthy, scummy, greasy, untrustworthy contrivance and that if you deal with a competitor you may have to submit to some sort of indignity to buy it on time.

Now I ask you to apply this same sort of *reductio ad absurdum* logic to an advertisement, let us say, of canned corn. Here is what we'd get:

Rural Hobo Corn

This corn is SAFE—no ptomaine poison, no filth, no danger. It contains no corn stalks, husks or cobs. The cans in which it is packed are not dirty nor full of dangerous germs. You won't find any corn-borer worms in the cans. And these cans have no ragged edged tins to cut your hands and give you blood poisoning. This brand of corn is not a mess of left-over field corn and silo rejects swept up off the barn floor and offered as first grade food. Our slogan is, "Corn that's fit to eat" and our guarantee is "Not a coffin in a carload."

Now you will say that such an ad is silly. Granted. But is it any more silly than the washing machine ad that tells about broken fingers, scum, grease, torn clothes, crippled children, and busted mechanism?

It, if you ask me, is not!

* * * *

CARRYING our thought a step farther in asking to whom we are advertising:

The other day I saw a radio page containing many ads of dealers. These dealers, obviously, were advertising to each other, not to the public. The particular phobia they then suffered from was that of terms—each tried to outdo the other in the foolish liberality of what they offered. Among the mess were these:

One offered two years of service free.

Several offered to sell a radio at \$5 down and \$1 per week—terms which meant that the purchaser had two and one-half years to pay, and that the dealer would handle 134 transactions before he got his money.

One offered a \$495 radio at \$219—a reduction of \$276 on the price.

Now, I ask you, what chance has a merchant to make a profit when he gives the customer from now until September, 1931, to finish the payments? What chance has he to make money if he must perform two book-keeping transactions for each dollar of gross profit? What chance has he to make money if he has to send a service man out to the edge of the town six or eight times to do a job of free tinkering? And what, in the name of common sense, is the public going to think about the radio racket when a dealer can knock \$276 off the price of a set which he claims was a good value before the reduction?

In this matter of wild and woozy radio ads, I found dealers who were willing to take 5 per cent down payment, 3 per cent down payment, 2 per cent down payment, 5 cents down payment, and no down payment at all.

Such credit whoopee is not based upon any public demand. No sane member of the body politic, wanting and able to buy a radio, expects terms like this. The whole hari-kari scheme is founded on the fact that these dealers were advertising to other dealers. Each was trying to prove to his competitors that he could throw away the most money. They forgot all about the public. They were advertising to each other.

* * * *

SOMETHING of the same sort of brain-storm afflicts the philanthropic sportsman who stays awake nights trying to think up new and startling premiums.

It is a cold commercial fact that the public no longer demands or expects premiums. Time was when the purchaser of a suit of clothes expected free a pair of suspenders, a barlow knife, a necktie and all the ginger snaps he could eat. Them days are gone forever. The public now knows that it pays for what it gets and that its tough job is to get what it pays for. It collects trading stamps, knowing that such stamps represent a cash discount. It falls for premiums—but only when the premium is offered as lagnaippe with a piece of merchandise which it has already determined to buy. Premiums, therefore, are simply bait to pull the ready-to-buy customer from one store to another.

But the average premium-giving merchant thinks that the premium is an advertising argument.

Like ice!

Is any mentally competent customer going to buy a hundred dollar washer just to get a few packages of washing compound? Is anyone outside of a lunatic asylum going to pay three hundred good American stove lids for a refrigerator simply to get free a three-pound roast of beef? Can you imagine anyone so utterly imbecile as to buy an electric range in order to get a free spring hat?

Use yer brain, fella!

Folk who have decided to buy something may be switched from one store to another by premium bait of this sort, but nobody not a resident of the booby-hatch could ever be persuaded to buy *because* of the premium.

Self-respecting and ethical merchants abolished the premium bait many years ago. In making this remark I do not mean to say that those who offer premiums are not ethical or self-respecting: I mean to say that they are not merchants.

* * * *

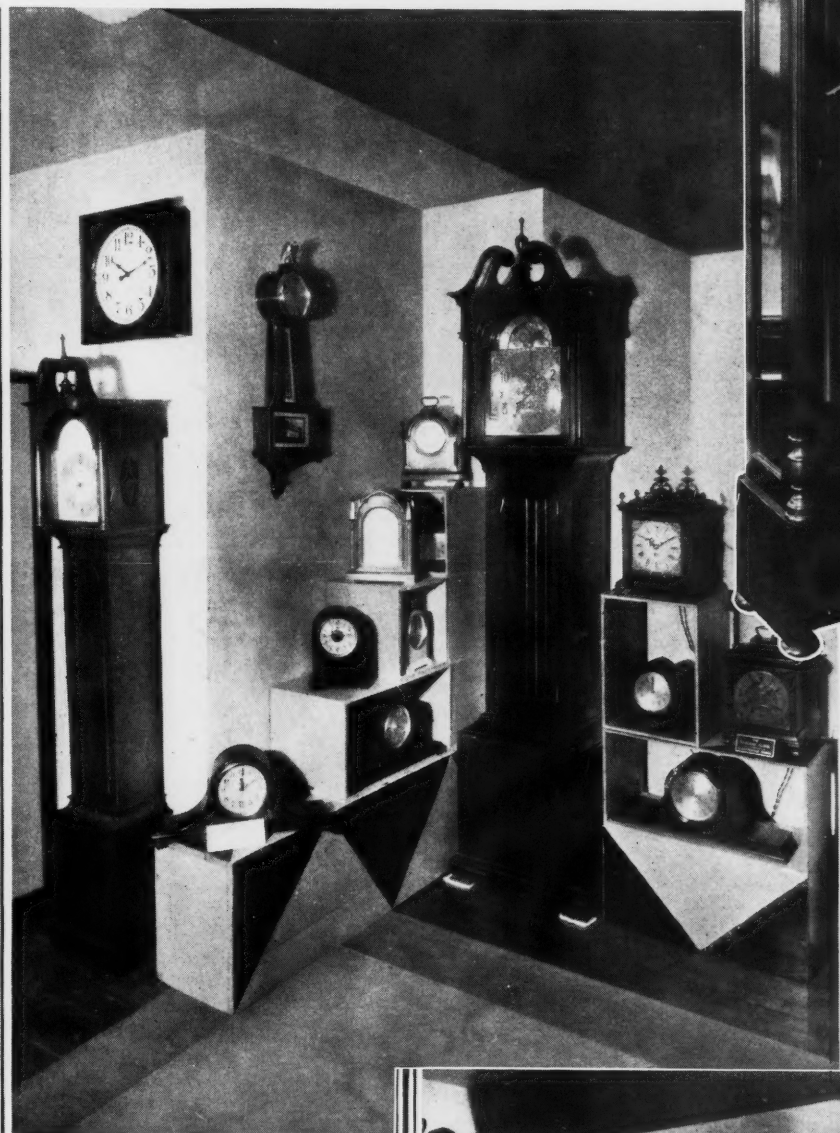
When the editor of *Electrical Merchandising* asked me to write these articles about advertising he said, "We want some HOW-TO articles which will help our readers write good ads."

It can't be done.

All we can tell you is HOW-NOT to write *bad* ads. That's what the preceding paragraphs have attempted to do.



TIME



Anything from a tiny boudoir clock for milady's dressing-table to a massive grandfather's hall clock—all run by electricity—may be bought at this New York shop. The proprietor, Miss Etta Carlin, is building up a fine specialty business.

Electrical Merchandising *Pictorial*





TOP

General view of one of the home kitchens where methods are developed for using and caring for approved equipment to the best advantage.

ABOVE

A corner of another home kitchen at the Institute showing an electric mixing device. All the products shown here have been approved.

Good Housekeeping in its New



ABOVE

One of the laundry laboratories at the Institute used for testing laundry equipped from the standpoint of the housewife.

RIGHT

An approved electric ironer being used in the home laundry at the Institute where modern laundering methods are being developed.



THE label "Tested and approved Good Housekeeping Institute," stands, in the opinion of electrical men, as the mark of a high standard conscientiously applied. Twenty years old, the Institute recently moved into large and perfectly planned quarters in the new International Magazine Building, 57th Street and 8th Avenue, New York City. Some of the rooms and equipment where electrical appliances are tested are shown on these pages.



Institute Home



TOP

Institute engineers testing devices to see if they will meet the standards required for the Seal of Approval.

ABOVE

One part of the rigorous test that a washing machine must undergo to determine whether it can be approved.



ABOVE

Cork-lined rooms with automatic temperature control used in determining essential factors of performance of refrigerators and refrigerating units.



LEFT

The dining room of the Institute decorated and furnished in the Colonial style.

A New Dealer

Introducing the

EUREKA VACUUM CLEANER SPECIAL



\$39⁵⁰

Attachments
\$6.00 Per Set

RETAIL PRICE

The Grand Prize Standard Model 11 Eureka, the super-powered combination home and automobile cleaner with detachable handle, continues to sell at \$56.50 — attachments \$8.00.



OPPORTUNITY

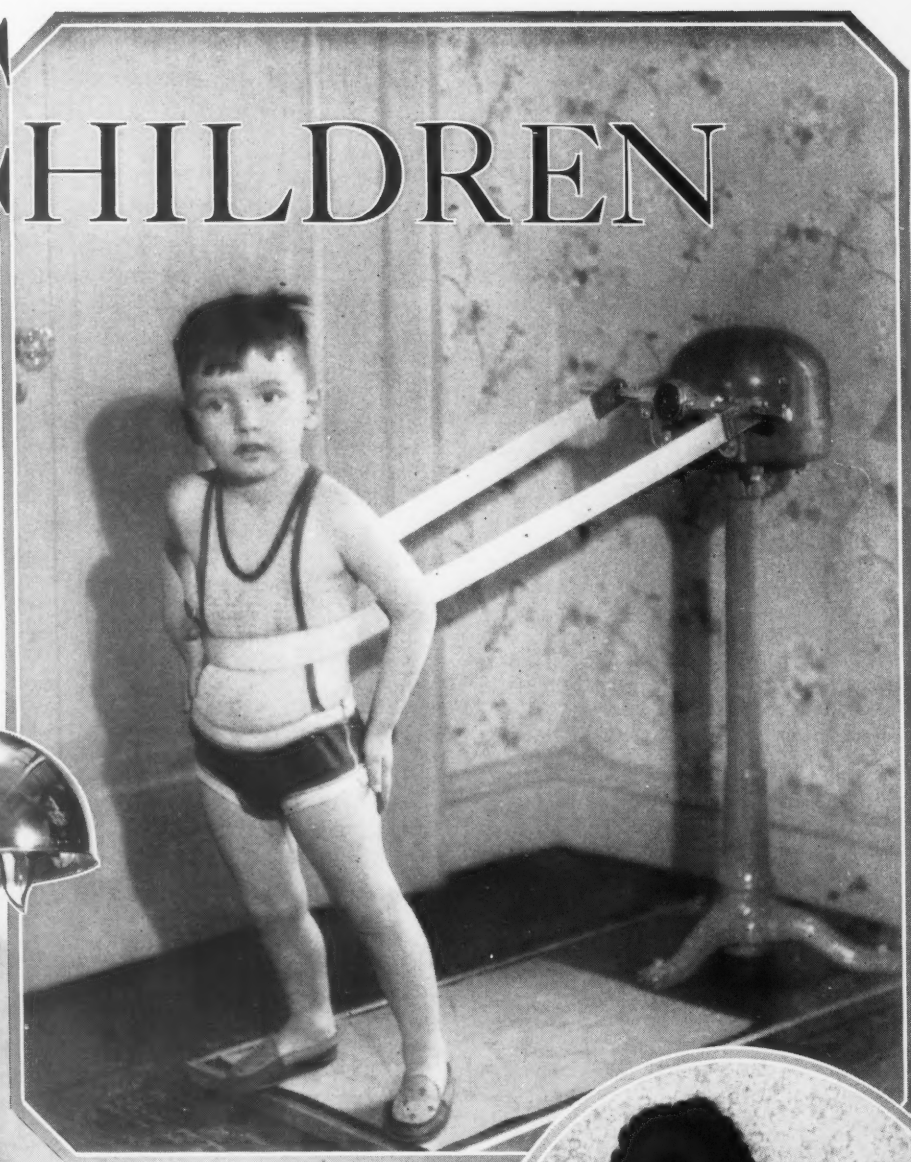
As proof of the unusual opportunity now open to dealers, we submit for example the two sets illustrated. The six-light fitment on the left-hand page is priced for retail at \$20; the brackets, \$6.50 and \$4.50. And above, a five-light fitment in the *mode moderne* at \$17.50, with brackets at \$4.50 and \$6.00. Other 5-light fitments priced from \$9.50 to \$22.50, with incidental hall, sun-room, breakfast-room and bed-room fitments similarly low priced. . . Ask your jobber for the new Toledo Catalogue, strikingly illustrating the various sets in full color,—a complete presentment of the whole Toledo line. . . The Toledo Lighting Equipment Company, Division of The Edward N. Riddle Company, Toledo, Ohio.

FITMENTS **PRODUCT OF RIDDLE**

If Your Customer Has

CHILDREN

*the
SALESMAN
has
One More
Argument*



Whether it is a motor exerciser, a sunshine lamp, a washer, refrigerator, or vacuum cleaner, the health, comfort and safety of the younger members of the family can be used as an important and often decisive reason for signing on the dotted line.

Utility To Buy Dealer Paper (Continued from p. 81)

install new fixtures he turns over a copy of the conditional sales agreement to the credit department of the power company to be passed upon. Another copy is sent to the customer; one to the town clerk's file and a fourth is kept by the dealer.

The company also agrees to finance the dealer in the sale of an electric range, including the installation charge in the contract. As in the case of wiring a conditional sales form is used with four copies. The following example is set down by the company when figuring a range installation, regardless of other wiring:

Price of range	\$140.00
Installation	50.40
<hr/>	
Total cost	190.40
Down payment, 10%	19.04
<hr/>	
Balance due	171.36
Add 8% for twelve months' partial payment	13.71
<hr/>	
Amount to be carried on down payment of \$15.45 per payment	\$185.07

The agreement between the power company and the dealer-contractor includes the following essential points:

1. The dealer agrees to sell either gas or electric appliances or house wiring and permanently connected lighting fixtures in residences along existing distributing lines of the company and to contract for such sales in each case under the co-operative sales agreement.
2. Only bona-fide sales of such appliances as are approved by the company, delivered by dealer, and accepted by user, shall be covered by this agreement.
3. The contract price billed the customer in every such conditional sale will be an amount greater than the cash retail list price of the sale, including the installation

charges, if any, by eight per cent on the balance due after deducting the down payment. This conditional sale price will cover the cost of partial payment privileges extending for a period not exceeding twelve consecutive months.

4. The company agrees to finance for the dealer each sale of appliance or house wiring job made under such agreement in which a balance of forty dollars or over is due after the down payment has been deducted, and that such financing shall be accomplished as follows:

The company will pay to the dealer the contract price of the sale (installation charges, if any, included) less the down payment made by the customer, and less the carrying charge, when the dealer assigns and delivers to the company the account, together with the customer's written acceptance of the goods, and all the money, except the down payment, paid to the dealer on account of such agreement. In no event, however, shall the amount of the down payment to the dealer be less than 10 per cent of the total contract price to the customer unless the company by written notice makes special provision.

5. Upon completion of each such transaction between the dealer and the company in accordance with paragraph four, the company agrees to endeavor, through its regular routine methods, to collect from the customer the full amount of each payment as it becomes due, but should it appear necessary at any time to either party to enforce any of the conditions of the conditional sales agreement, then the dealer hereby agrees to take back the account and to pay the company the amount remaining due from the customer less all but \$1 of the uncollected partial payment charges. Upon receipt by the company of such payment, the company will re-assign the account to the dealer. It is the intention of both parties that the credit risk in all partial payment sales made under this plan, shall under all circumstances remain with the dealer.

We Are Not Educating Tomorrow's Customers

A constructive criticism in a letter to the Editor

Editor *Electrical Merchandising*:

For the past several years, I have been a reader of your valued magazine, *Electrical Merchandising*. Month after month I have read articles by people telling about the merchandising of electric products and the sales promotion of same, as well as "Timely Topics," etc., on the electrical game.

Even back to the time of "Selling Electricity," I have as yet to find an article written with the idea of teaching the youngster of school age about our modern electric appliances or the use of the same. Do you know the youth of today will be the user, property owner and tax payer of tomorrow? Girls and boys are the greatest advertisers in their homes of the modern use of electricity, and their preferences carry weight with parents in the matter of wiring a new home or of the buying of new appliances.

I have been teaching electricity in the public schools

of Akron, Ohio, for the past seven years. Pre-vocational courses to the seventh and eighth grade boys, advanced work to the high school boys, vocational to the continuation classes and vocational to the scholars in the trade school and advanced electricity to the night school classes of men in seven different courses including radio, auto electricity and advanced electricity.

Having worked all my life in the game from a practical standpoint, I have had to originate my own work; and cut out and add new material as times changed. With a live subject as this, I am surprised that some of the progressive companies of the country have not devoted some time to this angle of the subject.

Would like your expression on this thought, and should you be interested, would be glad to do anything possible to help it along.

Very truly yours,

ORVAL E. SELLERS,

Electrical Instructor Vocational and Trade School.

Akron, Ohio.

In OUR OPINION

Optimism

TRUTH, like a steam roller, is just as efficacious when backing up as when going forward. Thus, the following immortal rhyme—

*The good Lord, when creating fleas
Made little fleas to bite 'em.*

*And for these fleas still smaller fleas and so ad
infinitum.*

applies to bigger and bigger fleas as well as to littler and littler fleas.

The truth is exemplified in the present chain-store situation. A few years ago a few small chains were established and lunched happily off the bones of weak independent merchants. This, of course, was tough on the independents and it looked to some people as though the era of mercantile independence was at an end. Later came larger chains which lunched upon larger merchants and upon the small chains. And now come still larger chains which lunch almost wholly upon the medium sized chains and practically ignore the independents.

So the independents' position, instead of becoming worse and worse, is becoming better and better. And all because the good Lord in His wisdom has a way of equalizing matters for the salvation of those who deserve to be saved.

One-Track Minds

A GREAT many electrical dealers seem to consider it meritorious to emulate the barnyard fowl, which is said to be able to carry only one thought in its mind at a time.

Traveling salesmen representing manufacturers of some of the major household appliances report that a frequent response of dealers is, "We can make more money selling radio"—or maybe it is washing machines or refrigerators or vacuum cleaners. At any rate the idea of the dealer seems to be that because he can, or thinks he can, make more money in one appliance he should therefore neglect or cast out all others.

Imagine this principle being applied by a drygoods merchant or a grocer or a plumber. Suppose the drygoodsman should say, "I can make more money on stockings so I won't handle gloves." Suppose the grocer said, "I make more money on canned goods, so I won't handle salt or sugar." Suppose the plumber said, "I make more money on bath tubs, so I won't handle water-closets."

The fundamental of merchandising is to supply as fully as practicable the public's requirements for the class of merchandise carried, and to make as much money on each line in that class as the conditions of competition and the ethics of fair dealing will permit. To eliminate one line because another line pays better is about as sensible as cutting off your left hand because you can do more work with your right.

Competition of Automaton

THE other day there occurred a billion-dollar merger of department stores. This is not in itself important to the electrical merchant, but it is a hint of what's in the air. The same day's papers carried announcement that the Penney chain would open five hundred new stores in 1929, that the Butler Brothers wholesale firm of Chicago, who supply a quarter of a million dealers, will open stores of their own in towns where they cannot get a satisfactory independent representation, and that more than two hundred manufacturers, one of them a \$25,000,000 concern, are producing vending machines to take the place of retail salesmen.

These mergers, chains and automatic vending operations are something more than an effort of money to find profitable employment. They are evidence of the lack of brains, ability and initiative in retailing.

For looker:—when a grocery chain can take a lad who racked balls in a pool room, make him store manager and run the independent merchant off the street—when another chain can take the hooch dispenser from a speak-easy and do the same thing—when still another chain can install three slot machines and fire a retail clerk because the machines do the clerk's work better and cheaper—when these things happen, it is not because the chains are rich, superintelligent and powerful: it is because the independent merchants and their clerks are slovenly, lazy and dumb.

The next four years are going to be very, very hard for those who have so little mercantile ability that they can be replaced by bartenders and automatons.

Needed

WE SOMETIMES wonder whether merchants are people, or whether they are some sort of mechanisms evolved by a Higher Power to give the traveling salesmen an excuse for sending in expense accounts.

This question is prompted by a recent observation of (we believe it was) P. F. Nowlan. He recites that he started out to keep a record of the stores which were sufficiently interested to get personally acquainted with the cash customers. He visited 379 stores, made 379 cash purchases of all sorts before anyone asked his name, and not till the 503rd was he favored with the second friendly approach. Thus, in 501 out of the 503 stores they didn't apparently care a mute whoop about establishing any permanent contact or acquaintanceship with the people who came in and spent cash. Some said "Thank you" when they handed back change—but the new automatic vending machines do that.

It seems to us that there is room for a little more human interest in retailing—not the kind of sappy, hypocritical, forced-smile friendliness of the Y. M. C. A., but just an honest interest in those to whom one trades merchandise and service for cash and profit.

What the Customer Thinks of the Store Salesman

(Continued from page 87)

to one clerk, "and I intend to buy electrical appliances."

But even this bold suggestion induced no direct effort to sell me. At my request one clerk gave me a pamphlet on a washer selling for \$125. She wrote her name on this pamphlet but made no effort to secure mine. I came away, finally, feeling that no one cared whether I bought anything or not. My interest in a \$15 percolator and a \$125 washer had brought forth the same polite but feeble efforts. No one seized the opportunity to turn an interested shopper into a buyer.

My search for the small washer led me to a house that specializes in electrical appliances. I examined with considerable interest the goods on display but although I happened to be the only person in the store at the time the clerk paid no attention to me. I needed several wall outlets wired in my apartment and inquired of the salesman what their terms were for such work. I was informed, however, that they did no wiring—merely sold appliances. At my request they gave me a card of an electrician in the neighborhood and with that I had to be satisfied. I could see no washer on display in the store but feeling a trifle discouraged at the clerk's attitude I didn't bother to inquire whether they carried it or not.

At another electrical company they not only sold appliances but did electric wiring. I inquired about the wall outlets and they told me that they could not give an estimate without first going over the premises. Shortly after my visit they sent a man around to my apartment who estimated the work at \$32.50 and got the job without further delay.

My next visit was to a small department store. The electrical appliances were attractively displayed on low tables near the rear of the store. I walked over to a table to look over some waffle irons and was accosted by a young girl. She was chewing gum, dabbing idly at a stray wisp of hair and, from the vacant expression on her face, her mind was far away.

"Sump'n you wish?"

"Have you a lighter waffle-iron than this?" I asked, pointing to one that weighed about 6½ pounds. She showed me a small one weighing about three pounds. I asked if there was nothing in between weighing about 4½ to 5 pounds.

"Nope," she drawled, "S'oney way they come."

No attempt was made to look the matter up, no suggestion made that the iron could be ordered. Undoubtedly the owner of the store thought that he was saving money by paying this chit half the salary of a wide-awake and courteous salesman!

I HAVE learned to avoid the larger department stores wherever possible when buying electrical merchandise. I find the clerks are too busy to pay any attention to a shopper. If I want any definite information I have to seek a clerk and ply him with questions. As a rule they are either too busy to answer or only have time for hurried replies. The other day I stopped to look at an electric range. A woman noted the interest that I took and went over it thoroughly with me. The treatment I had been accorded so surprised me that I mentioned the matter to her. She told me she was a manufacturer's representative. It struck me then that more manufacturers might find it to their very great advantage and profit to follow this company's example.

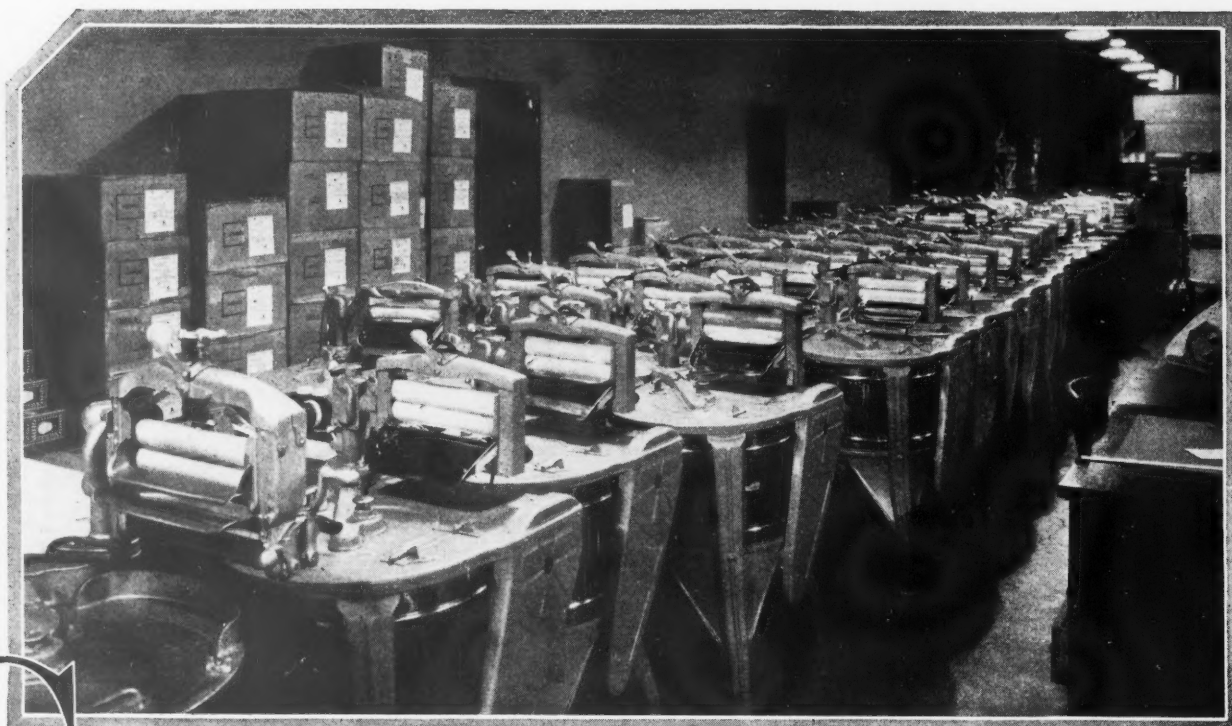
But one department store I visited left a very good

impression. For the first time in my shopping experience I had discovered an establishment whereby the merchant's policy toward his customers seemed to me most consistent with sound retailing practice. The store happened to be one which I had been in the habit of avoiding because it usually appeared to be crowded. I found my way to the Electrical Goods Dept. the spaciousness of which came as a distinct relief from the over-crowded aisles. A fine display of waffle irons attracted my attention and as soon as I stopped to look at them a clerk came up to me. In a quiet and courteous manner she brought to my attention several of the good points of the irons. Her whole manner seemed to reflect a genuine desire to see that I was pleased. Even when she found that I was not buying one at the time her manner did not change toward me.

The washing machines I thought looked interesting. I saw a small one in operation and my interest brought the salesman at once. As the machine I was inspecting was not the make I had in mind, I expressed a desire to see the one I wanted. The young man was alive to a sales possibility. He regretted that they had none on hand at the time but said that they had them on order and could undoubtedly supply one within a week. He asked for my name and address, gave me a pamphlet concerning the model in which I was interested and said he would be glad to let me know when it arrived. He was so "on the job" and seemed so sincere in his desire to please that I came away with the firm intention of giving him all the business I had in electrical appliances because I felt that it would be appreciated.

RIGHT THERE, you dealers and store-owners, is the thing I am trying to point out. People are still sufficiently old-fashioned to "shop around" for their merchandise and like to feel that the merchant to whom they give their money is not unappreciative of the boon being conferred on his establishment. Only when price is the sole consideration can these things be ignored. Less of the personal element enters into the operation of chain-store and other mercantile establishments whose entire business philosophy is predicated on price alone. But the average dealer or merchant cannot afford to overlook it.

Among other things, my shopping visits have left me with the conviction that the day of high-pressure selling has passed. In many ways this is a state of affairs much to be desired. One can visit stores and examine the merchandise comfortably without any feeling of moral obligation to buy. Certainly one is not rushed into buying a lot of useless articles. The only danger here lies in swinging the pendulum too far the other way. A good deal of the pride the salesman took in satisfying a customer seems to have gone by the boards. In place of the human salesman we have intelligent automatons and able demonstrators. They know their products and are able to give more or less workmanlike demonstrations. But they go through the motions in far too mechanical a fashion—they lack sufficient interest in the transaction to push the sale to its successful conclusion. The customer likes to feel, after all, that the clerk takes some interest in selling her and that the establishment appreciates her trade. Call it vanity or what you will, but more than one shrewd merchant has found that pandering to the human foibles of his clients is one of the shortest cuts to success.



Ready for the Washer Campaign

STOREROOM

For Easy

By Clotilde

WHEN the electrical merchant takes count of stock on the first of the year, one of the things he should consider is whether or not the stock in his store room is arranged to the best advantage. Is it so departmentalized that the fewest steps are required to fill orders? Are fragile materials protected against injury? Are exhausted stocks promptly replaced? Is the arrangement flexible to permit of handling special campaign conditions which may change with different seasons of the year?

Here are some of the methods which have been found successful by the Utah Power and Light Company in its Salt Lake shop as reported by William Norcliffe, storekeeper. A very active business is done by this store during the year, not only in the daily turnover of the regular trade, but in handling the tremendous volume of business which is done during the company's annual washing machine campaign.

The storeroom occupies the basement quarters of the building, and is so connected with the main salesroom that orders may be readily filled, stock sold from the floor, and deliveries made. The main features of the arrangement were laid out when the store first took over its present quarters and have proved sufficiently flexible to meet all requirements which have arisen through changing conditions.

THE storeroom office and records occupy the front of the space available, with a repair room for handling the work of the Fixit department immediately behind. In the main store room, forty feet of the north wall is provided with shelves which are used to take care of

small appliance stocks and parts which may be needed in repair work. The upper portion of these shelves is open, but the lower two or three tiers have been built into small bins in which broken box material may be stored.

THE whole system of shelving is divided into compartments each assigned to an individual item, so that about three hundred and fifty items can be cared for without confusion. A flagging system which indicates when stocks are getting low makes it possible to keep the store of small merchandise up to requirements and at the same time prevents duplication of orders.

Adjoining the west end of the shelves is a room built especially to take care of fragile merchandise, such as table and boudoir lamps and shades which might collect dust if allowed to remain out in the open. A little extra expenditure to avoid depreciation of such articles is fully repaid by the avoidance of loss. Absolute freshness is demanded by the customer who will not accept shop-worn materials.

Along one side of the room, three platforms eighteen inches high are provided to take care of floor lamps,



Small appliances and parts on shelves and bins

Arrangement Handling

Grunsky

vacuum cleaners and any class of merchandise which might be damaged if left on the floor. Top-heavy articles which might easily be knocked over if jostled against and those whose finish is fragile are so protected.

BOXED materials and lamp supplies are kept on the shelving against the south wall which is also marked off in compartments. Great care has been used in the arrangement of all articles stored on either side of the room to see to it that the items most in demand are those most easily reached. The careful record of each day's turnover shows exactly which items these are and enables the distribution to be so made that the minimum number of steps need be taken to meet demands. Electric irons, for instance and lamps are the individual items most in demand. If these were stored in the far corner of the storeroom, think how many unnecessary steps would have to be taken during a year's time in filling orders. Similarly ironing machines are less called for than washing machines and are so located that while fully accessible, they do not have to be stumbled over every time the more popular article is called for.

This larger bulky equipment occupies the center of the



The storeroom office and records are toward the front of the stock storage space

floor space, being arranged in aisles, so that communication all over the floor is easy, the appearance of the storeroom neat and yet every possible inch of space is available when needed. This arrangement, which calls for no set furniture is readily adaptable to a changing stock and makes it possible to handle sales items easily.

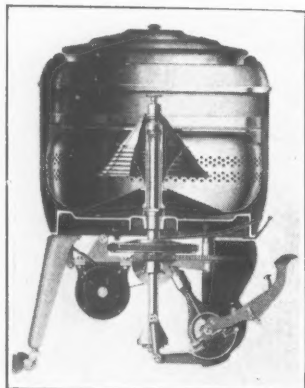
An idea of the requirements of the store room can be gained from the itemized list of equipment which passed through its care during a one-year period:

Bake ovens	3	Lighting fixtures	269
Curling irons	361	Percolators	370
Disks and grills.....	201	Ranges	975
Fans	71	Refrigerators	118
Heating pads	158	Shades	668
Room heaters	162	Vacuum cleaners	520
Irons	1,228	Washers	417
Ironing machines	13	Toasters	560
Coal heaters	110	Miscellaneous	
Floor and table lamps...	1,011	appliances.....	1,384

This latter item includes waffle irons, griddles, broilers and electric toys. In addition to these major appliances, more than \$14,000 worth of supplies, cord, repair parts and similar items were handled. The list for one year totals about \$227,000. As the turnover of stock is about four and one-half times during the year, this means that the average stock on hand amounts to about \$50,000.

New MERCHANDISE

*Recent Developments in the Appliance Market
Gathered by the Editors*



**New "Laun-Dry-Ette"
Washer**

Several prominent and exclusive new features of washing machine design are incorporated in the new "Laun-Dry-Ette" washer, brought out by the Laundrette Corporation, 5100 Superior Avenue, Cleveland, Ohio. Included in these new features are the "Agi-Cone" agitator, the "Sani-Spray" rinse, with rinse trough and scum eliminator and a heat-retaining shield to keep the wash water hot.

With the "Sani-Spray" rinse a spray of scalding hot water plays upon the clothes, thoroughly rinsing them. The wash water remains undiluted and unchilled and can be used for a second batch of clothes, for the rinse water goes out through perforations in the dryer and is carried off by a separate trough or channel around the inside wall of the outer tub to the drain.

A touch of the pedal raises the dryer to the drying position, above the water level. The entire washing operation is accomplished in this new machine without handling of the clothes or removing them from the original basket tub.

An exclusive friction-type clutch takes the starting load off the motor. The machine has a single-shot oiling system which is to be oiled once a year. All oiling is done from outside the tub. The finish of the new washer is burnished copper and Nile green.—*Electrical Merchandising*, March, 1929.

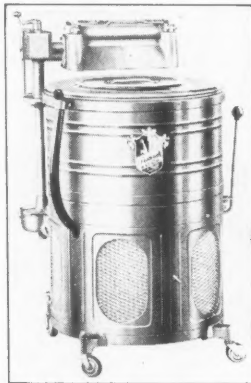


**"Frederick" Washer,
New "Maytag" Product**

Many advanced improvements are embodied in the new "Frederick" washer (a new Maytag product) brought out by the Frederick Company, Chicago. One of the claims made for this new washer is its quiet operation, or, as it is popularly termed, "As Silent as a Sun-Ray." An improved method of cushioned motor installation, also perfect fitting of all bearings, it is explained, are responsible for its smooth and noiseless operation. The motor is mounted in a felt saddle and all points of contact with the machine are felt-cushioned.

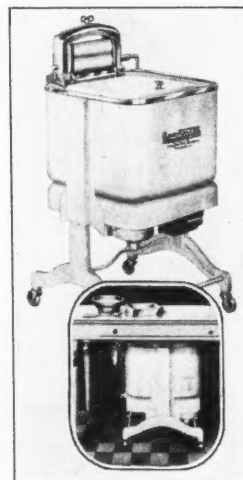
A counter-sunk gyrator, together with scientifically-located corrugations in the wall of the round, copper tub, are designed to create an intensity of water action, to clean a tubful of clothes in from 2 to 7 min., without hand rubbing. The washer is fitted with a safety-feed, 7-position self-adjusting wringer with two semi-soft, divided rolls. The copper tub has nickel-plated inside finish.

The machine although of large capacity, is compact, occupying a floor space of only 23 in. square. The driving mechanism is enclosed by an apron which extends to the floor. The machine is mounted on easy-rolling casters. It is to be retailed at a popular price. No exclusive sales franchise is given as dealerships are available to all retail stores.—*Electrical Merchandising*, March, 1929.



Vaporizer

"Vapohale" is the name of a new, electrically-heated device for producing hot medicated vapors, for inhalation in treatment of colds, catarrh and other afflictions of similar character. In this device a medicated preparation is heated electrically, giving off healing vapors. The intended retail price of the "Vapohale" is \$5, complete. Two preparations for use with the device are offered, Formula No. 1, for inhalation through the nose for colds, sinus trouble, etc., and Formula No. 2 for inhalation through the mouth for treatment of bronchitis, laryngitis, etc. Vapohale Laboratories, Inc., 229 West 42nd Street, New York City.—*Electrical Merchandising*, March, 1929.



**New "Altorfer"
Apartment Washer**

Entirely new in washing machine construction is the porcelain electric "Apartment" washer, designed by Altorfer Bros. Company, Peoria, Ill. The machine was designed, engineered and built, the manufacturer explains, to fit a specific field,—apartments and small homes without basements or laundries.

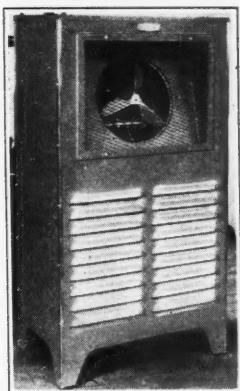
This new washer, can be raised to full 30-in. height for use and lowered to less than 24 in. height for rolling away beneath the kitchen sink or table after use. This washer is sold completely assembled but is so compact that it can be delivered by one man, in the original carton. It is made to retail for \$79.50, delivered off the floor and unpacked by the purchaser.

The porcelain tub is extra heavy and enameled by a special process. The agitator is aluminum and has six polished fins with smooth, rounded edges. The tub is full 18-in. size and is claimed to have a capacity of 40 lb. of dry clothes per hour. Power is supplied by a 1/2-hp. motor, with a simple control design that eliminates clutches and levers. All driving mechanism runs in oil. The dryer, with 8-in. soft rolls and cast aluminum case, folds down and can be removed for added compactness. An easily-operated handle raises the washer to working level and lowers it so that it can be tucked away with no more bulk, and less height, than a kitchen chair. An independent sales organization is being built for handling this new washer, the manufacturer announces.—*Electrical Merchandising*, March, 1929.

**"Diamond" Carbon Arc
Health Lamp**

The Diamond Appliance Company, South Bend, Ind., in addition to its exerciser, is marketing an ultra violet carbon arc lamp, mounted on floor pedestal. Its intended list price is \$44. The company also has an infra-red lamp, mounted on floor stand and which is listed at \$28.—*Electrical Merchandising*, March, 1929.

New Electrical Merchandise

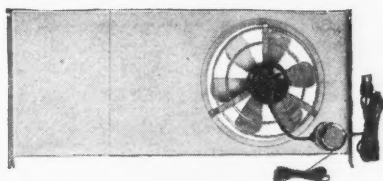


New "Frigidaire" Room Cooler

Announcements of great importance and interest to the electrical field have recently been made by the Frigidaire Corporation, Dayton, Ohio.

The application of electricity to a new household service is found in the new electric "Frigidaire" room cooler which, as can be seen from the accompanying illustration, is similar in size and design to a small refrigerator. This new room cooler, it has been found in experimental tests, has lowered the temperature of an average size living room or office as much as ten degrees in thirty minutes. The height of the room does not affect its capacity as the temperature of only a few feet of air, the lower 7 ft., is lowered by the operation. Humidity of the room is also lowered to a marked degree, making the cooler of particular value in many climates during summer weather. The device is operated with a fan which circulates 450 cu.ft. of air a minute over cooling coils through which a refrigerant is pumped by a small motor. The cooler is approximately 4 ft. high and weighs 210 lb.—*Electrical Merchandising*, March, 1929.

...



"Peerless" Ventilating Fan

With its adjustable panel, the new window ventilator of the Peerless Electric Company, Warren, Ohio, is designed to fit any average size window. The panel is easily installed, being put in place with four screws.

The ventilator is designed to fit between the stop strips so that the window may be closed or opened when desired without removing the ventilator. It does not interfere with the operation of window shade or curtains. The motor is reversible and the fan will blow air into the room when desired as well as out of the room, by simply pulling the switch.

The fan is capable of moving 600 cu.ft. of air per minute. It has 10-in. blades and weighs 12 lb. The finish is washable French gray. An item describing this fan appeared in the February issue but was accompanied by an illustration of the company's new utility fan instead of the ventilating fan.—*Electrical Merchandising*, March, 1929.

Electrical Merchandising, March, 1929

"Frigidaire" Cold Control and Refrigerators

Another new "Frigidaire" device is the cold control, which is standard equipment on all new "Frigidaire" household models and can also be installed on models now in use.

With this control, a choice of six freezing speeds in the preparation of ices and other frozen dainties is afforded. Various desserts, formerly very difficult to prepare in an electric refrigerator, are frozen perfectly when the control is properly set and ice cream is held in good condition until wanted for use. Operation of the control is guided by a switchlike handle that moves over a series of notches numbered from one to six. Each notch gives a colder temperature than the preceding one.



Refrigerators

The new "Frigidaire" household refrigerator is made to retail at \$170, f.o.b. factory. It is equipped with the cold control and other standard "Frigidaire" features. It is one of three models that come completely equipped.

Temperature Switch

A new temperature switch is also announced. With this device, one refrigerating unit connected with two cooling boxes can be made to provide any temperature desired in either box.

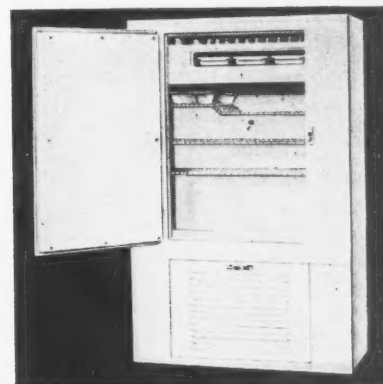
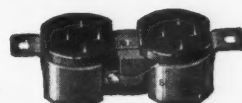
Water Coolers

The new water cooler line includes complete equipment for office, home and factory use. The office models contain a compartment to store food and beverages in cold temperatures.—*Electrical Merchandising*, March, 1929.



Two New "Beaver" Flush Receptacles

Two new flush receptacles have been placed on the market by the Beaver Machine & Tool Company, Inc., Newark, N. J. Both the single and duplex types follow the modern trend in using bakelite. Slots are provided for both tandem and parallel blade caps and wires attach to the sides, thus affording easy inspection after the receptacle is mounted in the outlet box.—*Electrical Merchandising*, March, 1929.



New "Kelvinator" Refrigerators and Units

For its 1929 line the Kelvinator Corporation, Detroit, Mich., is announcing three new refrigerators, two new condensing units and a new cross fin coil.

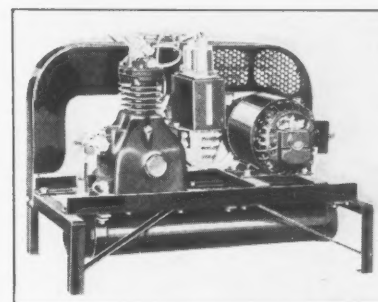
The refrigerators, Models 298, P-5 and P-8 respectively, are described as follows: No. 298, with three shelves and food storage capacity of 6.35 cu.ft. It has three 21-cube trays, one with rubber grid. The cabinet, with exterior of white Duco on Parkerized steel and interior of white enamel is 34½ in. wide, 22½ in. deep and 56½ in. high.

No. P-5 has exterior of white porcelain with French gray trim and white porcelain interior. It has three shelves and total food storage capacity of 4.71 cu.ft. Two 21-cube trays, one tray with rubber grid. Overall dimensions: 27½ in. wide, 22½ in. deep and 56½ in. high.

No. P-8, with four shelves, has food storage space of 7.08 cu.ft. Four 27-cube trays, one tray with rubber grid. Overall dimensions: 37½ in. wide, 24½ in. deep, 66 in. high.

Condensing unit, No. AA is of the air-cooled type, ½ hp., single cylinder, vertical reciprocating type while No. WF is of two cylinder, water-cooled type, ½ hp. The cross fin coil, 34 XD, has daily ice melting equivalent of 177 lb.

Illustrated are refrigerator No. 298 and WF condensing unit.—*Electrical Merchandising*, March, 1929.



"Wagner" Rubber-Mounted Motor

Designed especially for the electric-refrigeration industry and generally adopted by them is a new rubber-mounted repulsion-induction motor, the 57RA, of the Wagner Electric Corporation, St. Louis, Mo. The motor proper is completely insulated from the supporting cradle-shaped base, by means of rubber bushings, effecting an exceptionally quiet motor, suited to the needs of refrigeration and other "long-hour" applications. The motor is of the brush-lifting type, the brushes being lifted off the commutator as soon as the rotor attains operating speed.—*Electrical Merchandising*, March, 1929.

New Electrical Merchandise

"Universal" Wall-Outlet Range

Of unusually large cooking capacity is a new wall-outlet range recently introduced by Landers, Frary & Clark, New Britain, Conn. This range, operating as it does, from the ordinary lighting circuit, is readily portable and can be used anywhere within reach of a wall or floor outlet. It requires no more floor space than a chair.

A "Universal" selective switch control is employed to concentrate hot plate heat and to speed up cooking. The range has sanitary white porcelain enamel top, back splash and oven door, with black enamel body and legs.



It has mineral wool insulated combination oven and broiler with rust-resisting steel lining and refrigerator-type door and oven latch. It is equipped with oven heat indicator and adjustable damper, and with adjustable oven racks and baffle plate. There

are two open coil surface or hot plate units of 1,200 watts each and two oven units (one baking and one broiling) controlled by selective reciprocating two-heat switches. The hot plate units are so wired that full capacity can be used in either unit or divided equally between the two. The oven baking unit is rated at 1,200 watts and the broiling unit, 1,000 watts, so wired that both cannot be used at the same time. One heat on broiler, two on baking unit. The maximum wattage is 1,200 with one cord, 2,400 with two cords.

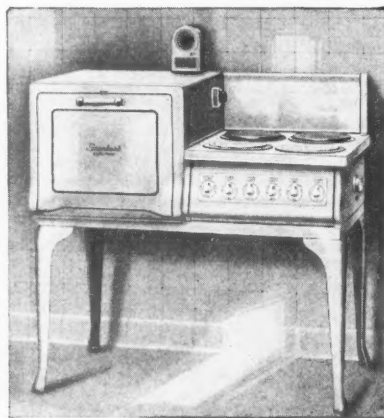
If one convenience outlet is used, the maximum wattage output (1,320) permits the operation of either hot plate or oven units, separately but not together. If two outlets are used, each tapping a different circuit, the maximum output can be increased to 2,640. Of course, if desired, maximum output may be obtained by connecting the range with special wiring of sufficient capacity to properly carry the load. The intended retail price of the range is \$59.50.—*Electrical Merchandising*, March, 1929.



"White Cross" Four-Piece Urn Set

Consisting of an 8-cup urn, gold-lined sugar and creamer and 20-in. satin-finished nickel tray with highly-polished nickel border and handles is a new "White Cross" urn set brought out by the National Stamping & Electric Works, 3212 West Lake Street, Chicago.

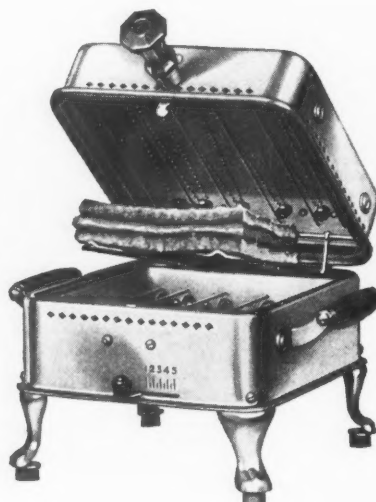
The urn is finished in highly-polished nickel on solid copper. The intended retail price of the set, (No. 293) complete, is \$20.—*Electrical Merchandising*, March, 1929.



"Royal Standard" Range

The Standard Electric Stove Company, Toledo, Ohio, has just released for the market its new No. 1156 "Royal Standard" range.

This new range may be had in full or non-automatic types. It has white porcelain finish (colors extra). Either open or closed type of hotplates may be had. The cooking top is 22 in. x 25 in. and is 33 in. high. The oven measures 18 in. x 18 in. x 14 in. and has recessed burners. The floor space required for the range is 44 in. x 26 in. and its total height is 42 in. An appliance receptacle is furnished. The range has load balancing switches except on 2-wire service. Although no definite retail price has been given, the manufacturer states that the new range will be very reasonably priced.—*Electrical Merchandising*, March, 1929.



"Armstrong" Automatic Sandwich Toaster

"Jack-in-the-Box" is a new automatic sandwich toaster brought out by the Armstrong Electric & Manufacturing Corporation, Huntington, W. Va. This new toaster not only toasts bread but the entire sandwich as well. Both sides of the sandwich are toasted at once. The automatic feature is controlled by a lever, which may be set at any point from 1 to 5, depending upon the freshness of the bread and the degree of toasting desired. The toaster is finished in highly polished nickel with ebony black handles. Intended retail price, \$12.50.—*Electrical Merchandising*, March, 1929.

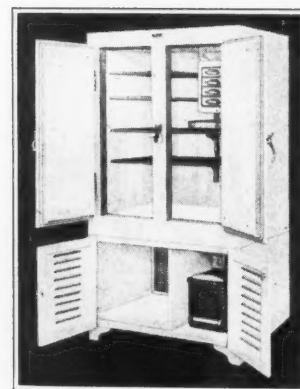
"Health Glo" Exerciser

Illustrated is the "Treasure Chest" model of the "Health-Glo Body Conditioner" designed by L. L. Scott, Incorporated, 2924 South Broadway, St. Louis, Mo. In this model, provision is made in the feet of the table for securing



it to the floor by screws. The table is beautifully finished in antique-bronze and the "Treasure Chest" cover, easily removable, is designed to cover the entire machine and belt. The machine may also be had without the table in which case it is held by anchor straps. The retail price of the machine with two belts is \$89.50. The "Treasure Chest" model, complete with chest and table, is \$140.

The pedestal machine made by this company is intended to retail at \$99.50. It has four speeds and comes with wide and narrow belt. In this machine, as in the table model, the oscillator mechanism operates on a large double row ball bearing, housed in a highly-polished aluminum casting. Oscillator arms are chromium plated. This machine is finished in jade green or ivory. An athletic platform is offered for \$5 extra.—*Electrical Merchandising*, March, 1929.



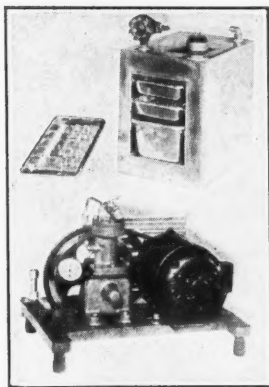
"Holmes" Refrigerator

A new, extremely simple refrigerating unit, so compact that it will easily fit into half the base of the refrigerator cabinet, leaving the remaining section free for vegetable bin or storage space has been announced by Holmes Products, Inc., with executive offices at 205 East 42nd Street, New York City and plant at Bridgeport, Conn. The unit, it is pointed out, has no belts, gears, pulleys, stuffing box or chains. It requires no oiling and all moving parts are permanently lubricated by a bath of oil.

Another notable engineering point in connection with the new unit is its rotary operation.

The interior of the cabinet is lined with one-piece, seamless porcelain. The exteriors are made in two designs: One, all-white and the other with colored top and grill work in base. The de luxe models may be had with trim of green, blue or gray. An electric lamp illuminates the interior of the cabinet. These refrigerators range in price from \$230 for the 4 1/2 cu.ft. size to \$450 for the 9 cu.ft. de luxe model, f.o.b. factory.—*Electrical Merchandising*, March, 1929.

New Electrical Merchandise



"Freezel" Refrigerating Units

The Freezel Corporation, Gardner, Mass., is offering in its 1929 line of refrigerating units a self-contained refrigerator, the S-5, with 5 cu.ft. of food storage space. The cabinet is made of steel, with exterior finish of gray enamel and interior finish of white enamel. The compressor is of the single cylinder reciprocating type, $\frac{1}{2}$ -hp. motor. The refrigerant is "Artic" (methyl chloride). Intended retail price, \$175, f.o.b. Gardner.

In addition to the complete model, the company offers two units, an "A" unit and a "B" unit. Model A-2, Low Side, suitable for use in cabinets with up to 6 cu.ft. storage space, \$50; Model A-6, High Side, with a capacity of $4\frac{1}{2}$ lb. of ice melting per hour, \$120. The unit complete with A-6 High Side and A-2 Low Side, is listed at \$160. The B-4 Low Side unit is listed at \$70 and the B-10 High Side, \$140. The unit B complete with B-10 High Side and B-4 Low Side is listed at \$200. Complete models with these units installed in Belding Hall cabinets may be had. These complete models are designated as SK-5, SP-5, SK-7, SP-7, SK-9 and SP-9. In addition, the company is also marketing two water cooler high sides or condensing units, C-6 and D-10, adapted to practically any type of low side or cooling unit on the market.—*Electrical Merchandising*, March, 1929.



"Dexter" Twin Tub Washer

To promote on a large scale the two-tubs washing system, advocated sixteen years ago by the Dexter Company, Fairfield, Iowa, this company is bringing out a new two-tub agitator-type washer, known as the "Fastwin."

This new washer, the company claims, will wash twice as many pounds of clothes per hour (including all operations from hamper to line) as a single-tub washer. The new washer is finished in nickel and blue-green Duco, trimmed with scarlet Duco. The intended retail price of the washer is \$175.—*Electrical Merchandising*, March, 1929.

Color Curtain for Radio Sets

In an attractive booklet, "Light, a Radio Color Curtain,—the New Vogue in Radio Cabinet Design," the Edison Lamp Works, Harrison, N. J., gives full instructions, well illustrated, for the construction of a so-called "color curtain" for the radio receiver.

With this new color device, a curtain of changing colors is provided right in the radio cabinet, behind the decorative grill in the front of the cabinet, giving a blend of color tones, at times a solid color changing slowly and imperceptibly through every shade of color.

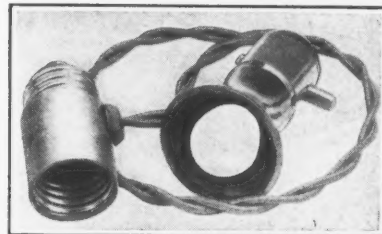
The color curtain employs a small induction motor, with its output shaft revolving at 1 r.p.m. driving two colored cylinders. The slow rotation of the cylinders permits the use of a very small motor but necessitates some reduction gearing such as a worm and gear. Lamps are placed inside the cylinders on removable brackets, 25-watt, 115-volt inside frosted Mazda lamps being used. The color cylinders can be made of glass and painted with colored lacquer but some more indestructible and lighter material like Protectoid, Rhodoid or colored gelatine should preferably be used.

This color curtain is the product of the Special Development Section, Engineering Department of the Edison Lamp Works and further information or details on the color curtain will be gladly given by this department.—*Electrical Merchandising*, March, 1929.



"White Cross" Heating Pad

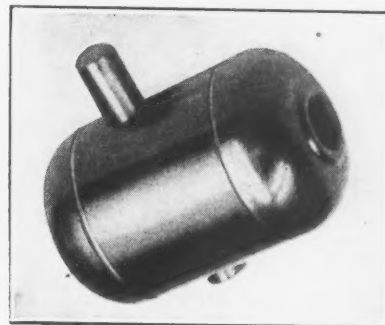
Measuring 12 x 15 in., the new No. 274 electric heating pad of the National Stamping & Electric Works, 3212 West Lake Street, Chicago, has cover of light rose colored eiderdown, with rubberized moisture-proof slip cover. The heater cord is covered in coral silk. It has the bakelite 3-heat switch. The pad is Celophane wrapped and packed in attractive case. Intended retail price, \$8.—*Electrical Merchandising*, March, 1929.



"Franklin" Night Light and Switches

Many places are found in the home for the use of a small night light similar to that brought out by A. W. Franklin, Inc., 11 West 42nd Street, New York City. This new night light is a combination pendant switch and 5-watt lamp which automatically lights when the room light is turned off or vice versa. It is installed by simply screwing into the socket of the lamp or fixture with which it is used. The lamp supplies sufficient light for all practical purposes and is suggested for use in the foyer, the sick room, bath room, etc., where a light must be kept burning during the night. The lamp may be had in red, blue, green and black in soft, two-tone combinations. The intended retail price is \$3.

The feed-through pendant switches are made in colors of red, green, blue and black to harmonize with cords and equipment. Intended retail price, 75c.—*Electrical Merchandising*, March, 1929.



"Hamilton Beach" Straight-Air Cleaner

The Hamilton Beach Manufacturing Company, Racine, Wis., is announcing a new cleaner,—of the straight suction type. Features of this new machine are the ball bearing motor, the stationary nozzle brush of floating type, with tilted bristles (patent applied for), the visible 5-position nozzle adjustment, the conveniently curved handle and trigger switch, the black bag with red lettering, the Hamilton Beach motor with 24-bar commutator and grease-packed ball bearings, the Hart & Hegeman switch and the polished aluminum nozzle and motor case. The weight of the cleaner is 11 lb. The new cleaner will be distributed through established jobbers and dealers on the same selling plan as the company's brush-type cleaner. The intended list price of the new cleaner is \$29.50, attachments \$6 extra. Denver and West prices are \$31 and \$7 for attachments.—*Electrical Merchandising*, March, 1929.



New Electrical Merchandise

"Westinghouse" 8-in. Oscillating Fan

That it is the smallest fan on the market with an induction motor and an oscillating mechanism is claimed for the new 8-in. "Westinghouse" fan by its manufacturer, the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio.

The improved design of the guard protects the fan blades from the rear as well as from the front. The oscillating mechanism is entirely enclosed (an exclusive Westinghouse feature, it is pointed out) thus preventing oil from dripping on furnishings in the home. Steel blades, a safety clutch and separable worm are other features incorporated in this new fan. The intended retail price is \$11.50.—*Electrical Merchandising*, March, 1929.



"Hi-Sun" Health Lamp

While designed primarily for home use, the new "Hi-Sun" health lamp of the National Hi-Sun Company, Keith-Albee Building, Youngstown, Ohio, is also offered as a bedside unit for use in hospitals and clinics and for professional use by physicians. The lamp is mounted on a rugged base and stand of the clutch type and has free tilting arrangement. The base is mounted on rubber-tired casters so that the lamp may be easily moved from place to place. The "Hi-Sun" is of the open twin-arc type, the lamp, reflector and rheostat being a self-contained unit. It operates on either a.c. or d.c. circuits, 105 to 120 volts, drawing 12 amp. The finish is black crackle and nickel. Twenty 12-in. carbons and 2 pairs of goggles are furnished. The intended retail price is \$110.—*Electrical Merchandising*, March, 1929.



"Easy" Model R Washer for Dry-Cleaning Use

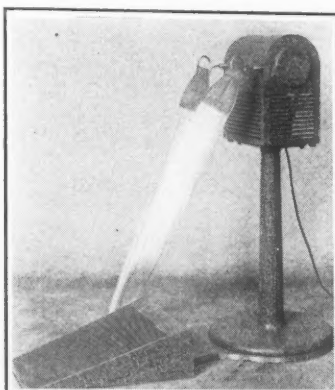
The manufacturer of "Easy" washers, the Syracuse Washing Machine Corporation, Syracuse, N. Y., announces that Model R "Easy" washers, especially designed for use in small dry-cleaning and tailoring establishments can now be furnished.

This special dry cleaning machine will be equipped with hose and gaskets made of materials that do not easily deteriorate when they come in contact with ordinary cleaning solvents. Also equipped with an explosion-proof motor. *Electrical Merchandising*, March, 1929.



"Atwater Kent 53" Receiver

A new, compact, self-contained receiver has been announced by the Atwater Kent Manufacturing Company, Philadelphia, Pa. This new model is not much higher than one's knee and is housed in a metal cabinet, finished in black, with markings of gold. The receiver itself and an Atwater Kent dynamic speaker are built right into the cabinet. The set requires 7 A. C. tubes and one rectifying tube. Its intended retail price, without tubes, is \$117.—*Electrical Merchandising*, March, 1929.



"Diamond" Exerciser

Four models of the new "Diamond" exerciser are offered by the Diamond Appliance Company, South Bend, Ind.

Model 78, a portable model, weighs 47½ lb. For its use, a strap is fastened to floor, window lift, radiator or desk handle. Its intended retail price is \$78.

Another portable model is No. 120, which has hood or cover over the mechanism. It is similar to the model illustrated here, but is without pedestal. (Model 78 is somewhat different in design and is without hood. Model 120 retails for \$120.)

Models 148 and 187 are pedestal types. Model 187 is similar to 148 with the exception of an additional sub-base and sloping platform and does not require fastening to the floor. The intended retail price of Model 148 is \$148; No. 187 is \$187. An additional charge of \$10 is made in the portable models for d.c. motors.—*Electrical Merchandising*, March, 1929.

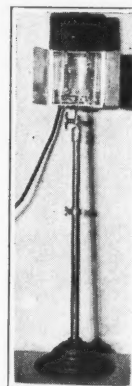
"Excelo" Ovenette

The Economy Aluminum Company, 2700 Fulton Street, Chicago, is offering, among its cooker and appliance outfits, an "Excelo" ovenette, consisting of nine pieces. Heat is supplied by an electric stove, listed at \$10.85. The ovenette, No. 6075, is listed at \$20.85.—*Electrical Merchandising*, March, 1929.

"Robertson" Carbon Arc Health Lamp

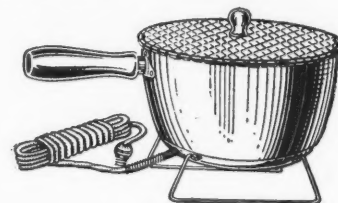
Leo F. Robertson, Inc., 540 West 22nd Street, New York City, is offering a new home model carbon arc health lamp. This company has been manufacturing carbon arc lamps for physicians for twenty-five years and is now offering one for use in the home.

The lamp is mounted on a telescopic stand which is readily adjustable to any desired height. The carbons are lighted by means of a trigger manually operated and burn for ten minutes, after which they must again be lighted for another ten minute period, thus acting as a time indicator for treatments. An adjusting hand wheel permits tilting of the lamp to any desired angle. The lamp may be used with or without glass filter. The intended retail price of the lamp is \$60, complete with two pairs of goggles, 50 carbons, 10-ft. cord, switch and plug.—*Electrical Merchandising*, March, 1929.



"Superlectric" Corn Popper

The Superior Electric Products Corporation, 1300 South Thirteenth Street, St. Louis, Mo., is bringing out a new electric corn popper, No. 800, which is made to retail at \$1.75. The body of the popper is made of aluminum, highly polished.—*Electrical Merchandising*, March, 1929.



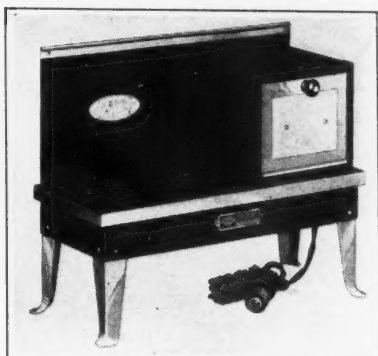
"American Beauty" Automatic Iron

Announcement has recently been made by the American Electrical Heater Company, Detroit, Mich., of a new adjustable-automatic iron. The iron is equipped with a control lever, a touch of which sets the iron for any heat desired. The automatic device keeps the heat constantly and evenly at the point indicated. Other features of the iron are the improved, practically-indestructible, metal-encased switch-plug, a longer handle, enlarged contact blades and "American Beauty" heater cord. The iron weighs, complete, 6½ lb. It is designed for a.c. use only and is rated at 525 watts. The intended retail price is \$8.95.—*Electrical Merchandising*, March, 1929.



Electrical Merchandising, March, 1929

New Electrical Merchandise



"Empire" Miniature Electric Range

Although displayed as a toy, the new electric miniature range brought out by the Metal Ware Corporation, Two Rivers, Wis., actually cooks and bakes. Because of its small size, it is retailed at a much lower price than the larger "Empire" models.

The new range is a miniature model of the "Empire" Kitchenette range. It is attractively finished with colored panels of green or blue, following the modern color trend in the full-size kitchen range. The size of this range is 6 1/2 in. x 12 in. x 10 3/4 in.

Three aluminum cooking utensils, percolator, pie tin, cake and bread pan are furnished as standard equipment, in addition to the 6-ft. cord and plug, for attaching to any outlet.—*Electrical Merchandising*, March, 1929.

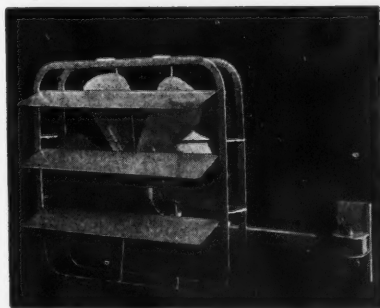
"Health Master" Exerciser

Joining the electric massage and exercise machines on the market is the new "Health Master" of the Sunbeam Manufacturing Company, 5850 Forsyth Street, Detroit, Mich. This new machine is made in floor, wall and portable types. The floor model is 44 in. high and weighs 138 lb.

The "Health Master" has adjustable stroke, ball bearing construction throughout. The intended retail price of the portable model, complete, is \$69.50; the floor model, \$97.50.—*Electrical Merchandising*, March, 1929.

"Peerless" Utility Fan

A fan of many uses is the new "Utility Ventilator" brought out by the Peerless Electric Company, Warren, Ohio. This new "Utility" fan can be attached to a window or door frame or any similar place where ventilation or a movement of air is desired. It may be adjusted to act as an exhaust fan, blowing bad air out through the open window, or it may be faced inward to draw fresh air from outdoors. If desired, it may be used as a table or bracket fan like the ordinary electric fan. By means of adjustable shutters the fan can be made to concentrate a blast of air in any desired direction or to produce a widespread gentle movement of air where a draft is objectionable. Intended retail price is \$19.50.—*Electrical Merchandising*, March, 1929.



Electrical Merchandising, March, 1929

"Eureka Special" Cleaner

An announcement of interest to retailers and to householders alike is that made by the Eureka Vacuum Cleaner Company, Detroit, Mich., regarding its new "Eureka Special" cleaner.

This new cleaner, the manufacturer points out, was designed to meet the demand for a full-sized, powerful electric cleaner of stand-



ard make, at a popular price within reach of every home. As in other cleaners brought out by this company, the "High Vacuum" principle is employed, as are "Eureka" standard materials and workmanship.

The intended retail price of the "Eureka Special" is \$39.50; attachments, \$6. Model 11, the super-powered "Eureka" with detachable handle continues to sell at \$56.50; attachments \$8.—*Electrical Merchandising*, March, 1929.

"Wise-McClung" Cleaner and Health Machine

Brief announcements have been received from the Wise-McClung Corporation, New Philadelphia, Ohio, of a new "Sunshine Master Model" vacuum cleaner and a new electric exerciser and health builder.

A number of improvements and minor refinements are incorporated in this new cleaner but general specifications, the manufacturer points out, remain unchanged. The intended list price of the new Master Model is \$60 without attachments, \$70 with attachments.

The new health machine will be described in a later issue.—*Electrical Merchandising*, March, 1929.



"Savage" Pony Motor

One needn't necessarily have a horse to enjoy the beneficial pleasures of a daily canter, trot or gallop for all the benefits of this pleasant exercise can be obtained in the privacy of one's boudoir or bath with the new "Savage" Pony Motor, the indoor electric horse.

When not in use the motor is an inconspicuous article of fine furniture.

The Motor is marketed by the Savage Products Distributing Corporation, Utica, N. Y.—*Electrical Merchandising*, March, 1929.



"Electro-Ciser" Health Machine

Five different strokes are furnished by the "Electro-Ciser" health machine brought out by the Lincoln Manufacturing Company, Connersville, Ind.

This machine may be had in floor, wall or portable type. The floor model is obtained by merely mounting the machine on a separate floor stand, offered for \$25 extra. The machine itself, with two belts and hand grips, is listed at \$75 in the wall type, the floor stand, as mentioned above, is \$25 extra and a C-Clamp, for portable mounting, is \$10 extra. All mountings are interchangeable. These prices apply to the 110-volt, 60-cycle, a.c. type only. A charge of \$10 extra is made for 32-volt and for 115-volt d.c. motors.—*Electrical Merchandising*, March, 1929.



Burglar Alarm for the Home

To protect the home against burglary, the Yaxley Manufacturing Company, Chicago, has brought out a complete, self-contained "Yaxley Guardian" home burglar alarm. This alarm works on the closed circuit system and includes the alarm cabinet, with sensitive relay, bell, batteries and testing key and the "Guardian" trap, consisting of a swiveling receptacle and jack, insulated flexible conductor, attachment plug and an automatic reel which serves the double purpose of keeping the conductor at a proper tension and retrieving and housing the conductor when the trap is disconnected.

The trap may be set so as to extend across a door opening or the conductor may be looped over the door knob, threaded through a window lift.—*Electrical Merchandising*, March, 1929.

Mazda Lamp Prices Again Reduced

Effective March 1, prices were again reduced on the 50 and 60-watt standard, inside-frosted Mazda lamps and colored lamps except flame tints.

This reduction is the twelfth since 1920, the General Electric Company points out, and the present reduction of approximately 10 per cent brings these prices to approximately one-half of their 1914 prices.

The reductions are as follows: 50 and 60-watt, from 22c. to 20c.; 25 and 40-watt colored lamps, from 30c. to 25c.—*Electrical Merchandising*, March, 1929.

Dealer Helps

from the Manufacturer



"R & M" Fan Window Display

With its glowing colors, the attractive girl and the fluttering ribbons attached to the parasol, this new fan display of Robbins & Myers, Inc., Springfield, Ohio, is bound to direct attention to its message, "The luxury of coolness." This display is 30½ in. wide by 39 in. high and is done in full color. A fan running at the right will float the parasol ribbons out over the picture at the left, giving motion to the ensemble.

In addition to this display, the company has a "Jack Tar" cut-out, 10½ in. tall, a window transfer sign, in full color and gold, 10 in. wide and 7½ in. deep, newspaper ads and electrotypes, folders, sales manual and miniature catalog. (Below.)



For the "ABC" Washer Window

Four easel-back cards, with appropriate messages, point out the features of the "ABC Spinner" of Altorfer Bros. Company, Peoria, Ill. These cards are in colors of two-tone green, tan, blue and black. Two smaller cards, as illustrated, round out the display. (Right.)



Made at the Table with a **Simplex** ELECTRIC WAFFLE IRON

Waffle Irons—Toasters —Percolators

For concurrent campaigns of waffle irons (February), toasters (March) and percolators (April), the Simplex Division of the Edison Electric Appliance Company, Chicago, has a set of four-color window cards, gracefully displaying the campaign appliances. The waffle iron card is illustrated.

"G-E" Hand Fan Novelty

"With our compliments until you can get your General Electric Fan" is the amusing inscription carried on the new hand fan designed, says the General Electric Company, Bridgeport, Conn., for live dealers. The dealer's name is printed in large type right on the fan. This fan novelty is to be ordered from G-E distributors.



The Firing Line News.



New York

"For the Man at the Sales Front"

March, 1928

Edison Association Acts on Sub-Standard Appliances

Appoints Committee to Test and Grade Electrical Appliances for Quality

NEW YORK, N. Y.—The formation of an *Appliance Committee* with a view to inspecting and grading customer's electrical equipment, has just been announced by the Association of Edison Illuminating Companies.

The immediate purpose behind this movement, according to H. P. Liversidge, *President of the Association*, "is to bring about an improvement in quality of electrical equipment sold to the public." The committee is composed of W. H. Taylor, Chairman, Alex. Dow, John F. Gilchrist, Samuel Ferguson, Thomas N. McCarter and M. S. Sloan.

The Electrical Testing Laboratories has been designated as the technical and testing agent to operate under the auspices of the Appliance Committee in the conduct of the quality improvement activity.

The methods to be employed by the Committee embrace the following essentials:

"Surveys of qualities and performance characteristics of electrical equipment; constructive application, as may prove practicable of the facts revealed by such surveys; communication of results to Central Station Companies; and, ultimately, grading of brands as to qualities and performance for the guidance of the industry."

No approval or approval label service is contemplated by the committee at the present time, it was said, nor were formal specifications contemplated, at least in the earlier stages of the movement. The intent, it was indicated, was to seek facts first and to develop later the most constructive application of such facts.

"With the interested and intelligent co-operation of all forward-looking elements of the electrical industry," the Association declared, "it is hoped that gradually there will be brought about improvement in the quality of equipment employed by the public. Co-operation and assistance are invited with a view to promoting the success of this project."

The ultimate object of this activity is the best electric service to the public.

Ridgway With the Meadows Organization

BLOOMINGTON, ILL.—The Meadows Manufacturing Company announces the acquisition of another veteran appliance executive to its staff. Edward S. Ridgway will be assistant director of sales under F. E. Hazard.

Mr. Ridgway is known for his constructive efforts as president of the Utenco Company, Ft. Wayne, Ind., and later with the Hurley Machine Company and the ABC organization. He is committed to the policy of "Specialty features for devices that require specialty selling methods."

N. Y. Women's Clubs Open Educational Center

To enable the woman buyer of household equipment to view in one central place the various types of household equipment offered for her use, and to enable her to closely examine and see in actual operation all this household equipment is the purpose of the Home Center, to be opened March 4 by the New York State Federation of Women's Clubs. This exhibit is to be a permanent one, occupying large quarters in Grand Central Palace. The auditorium will seat 300 persons. Lectures will treat educational problems having to do with home life, and night classes will be held for business women who are interested in properly equipping and maintaining a home. Afternoon lectures will be given for school children who will attend in small groups by special arrangement with the Board of Education.

A complete modern home equipped with labor-saving appliances and conveniences will be included in the exhibit, all the equipment being shown in actual operation. Practically every electrical appliance designed for household use will be demonstrated. As a family will actually live in this house and use all the articles in it, every product will have its own opportunity for effective demonstration. Lighting fixtures and the importance of good home lighting will, of course, be given a prominent place on the program.

Displays of furniture, rugs, wall papers, draperies, books, music, clothing, etc., will also be found,—in fact, every commodity that the woman in the home is called upon to select and to buy.

Manufacturers whose products are displayed will pay a small fee.

Newspapers Still Backbone of Westinghouse Advertising Program

J. C. McQuiston, General Advertising Manager, sounds new note in extensive 1929 campaign with introduction of rotogravure

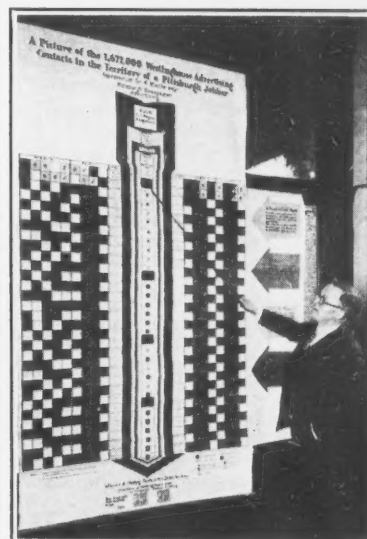
SCHENECTADY, N. Y.—A newspaper advertising program of greater size and scope than any heretofore attempted is scheduled for 1929 by the Westinghouse Electric & Manufacturing Company, according to an announcement by J. C. McQuiston, General Advertising Manager.

Although continuing their recently announced policy of concentrating their advertising in the newspapers, McQuiston indicated that business and trade publications would be also utilized during the year to stress the trade and industrial markets. In addition the program includes full-page spreads in the newspaper rotogravure sections of 35 metropolitan districts throughout the country. Besides these rotogravure pages, advertisements will appear in regular sections of the newspapers, in magazines, farm papers and financial publications. The combined list of newspapers and magazines reaches over 35,000,000 people for each insertion—one and a quarter the number of homes in the entire country. It is also estimated that within the areas effectively covered by the metropolitan newspapers live 45% of the people of the United States, are 60% of the wired homes in the country, and is carried on two-thirds of the manufacturing of the nation.

"The increase in the number of products which we manufacture from year to year," said McQuiston, "has made it advisable to change our advertising to keep step. Leading industries are now so thoroughly electrified that each one offers a market for a large variety of our products. In order to meet this situation, in addition to our usual advertisements covering a single product, we plan to make extensive use of group advertisements in which we will call to the attention of executives in an industry the whole line that Westinghouse is equipped to offer that industry."

"Furthermore," he said, "I am convinced that in our technical advertising not enough attention has been paid to telling the industries a more complete story of Westinghouse service and for this year we will present a number of broad institutional messages in the technical magazines."

Mapping It Out



J. C. McQuiston, Westinghouse General Advertising Manager, points out plan for newspaper campaigns.

"Our advertising policy," he concluded, "aims always to expand the electrical industry by informing the public continually of the vital part that electricity plays in modern civilization. We aim also to be of direct service to the distributors of electrical products by direct advertising co-operation with such distributors."

The list of business and technical magazines selected by the Westinghouse Company is well over 150, covering practically every American industry.

In addition, as in the past, the leading state farm papers will be used for such advertising as applicable to the rural communities. The added feature of the new program just released is the use of the so-called financial publications which were not included in last year's programs.

The series of advertisements in the newspaper rotogravure is believed to be the first time in the history of advertising that a nationally known manufacturer will use this medium for building a background of institutional reputation and prestige.

The Frederick Company Organized to Sell Washing Machines

Will Be Headed by Enoch B. Seitz

Announcement is made of the organization of the Frederick Company to sell the new Frederick washing machine. This product will be manufactured and guaranteed by the Maytag Company of Newton, Iowa.

The Frederick washer, it is stated, was created to meet the demand for a high-grade washer at a moderate price.

The active management of this new concern will be in the hands of Enoch B. Seitz, who has been, for nine years, executive-secretary of the American Washing Machine Manufacturers Association. As president and treasurer of The Frederick Company Mr. Seitz brings to his new connection an intimate knowledge of the washing machine industry.

Charles Kratsch, president of the Maytag-Chicago Company, has been elected vice-president of Frederick and A. T. Carton, secretary.

The main office will be located at 100 West Monroe Street, Chicago, Illinois.

North Starts Sixth Term as Head Cleveland League

C. B. Gray of National Lamp Works Elected Vice-President

CLEVELAND, O.—J. E. North was elected president of the Electrical League of Cleveland at a meeting of the League's board of directors in Hotel Statler January 14, 1929. North, a national figure in the electrical industry, started his sixth consecutive term as League president.

Other officers elected by the board were: C. B. Gray, manager of the Buckeye Division, National Lamp Works, vice-president; Harry Hutchisson, president of Davis, Hunt, Collister Company treasurer, and C. J. Mueller, League employee, secretary.

Ed. Sweeney Heads Colonial Devices Company

NEW YORK, N. Y.—E. A. M. Sweeney, pioneer in the electrical heating devices business who introduced Hotpoint to the New York market, has been appointed President of the Colonial Devices Company. Their offices are situated at 200 Fifth Avenue, New York City.

Sweeney served seven years as Appliance Manager of the Alpha Electric Company, Inc., former Westinghouse agents. For the past three years he has been an independent manufacturer's representative.

Winners in Lamp Contests

"Six-Shooter" and "Empty
Socket" Campaigns Break
All Records



Top insert:
W. B. Harris of the
Knoxville Power
and Light Co.,
Knoxville, Tenn.,
central station
first prize winner.

Middle:

Another Winner—P. S. Arkwright, president of the Georgia Power Company and the N.E.L.A., presents cup to H. A. Pendergraph, who took first place in the Southeastern District Empty Socket Campaign.

Left to right: H. A. Pendergraph, merchandise manager; D. J. Finn, Edison Lamp Works; I. H. Morehead, assistant merchandise manager; P. S. Arkwright; W. E. Mitchell, vice-president and general manager, Georgia Power Company; T. W. Moore, Edison Lamp Works; C. O. Brown, assistant merchandise manager; and C. A. Collier, vice-president in charge of sales.

Below:

General Electric officials present first prize of \$500 to L. G. Elfers, of the South Side Electric Company, Muscatine, Ia., winner in the Central District. Left to right, from front: T. J. Kelley, manager, Crescent Electric Supply Co.; Mrs. Elfers; N. G. Smoley, Edison Lamp Works, Davenport, Ia.; W. M. States, district sales manager, Edison Lamp Works, Chicago; L. G. Elfers, First Central District "Six-Shooter" prize-winner, and winner of first place in nation-wide contest; Mrs. T. J. Kelly; G. G. Fletcher, Edison Lamp Works, Des Moines, Ia.

The "Six-Shooter" contest, which featured a nation-wide sales activity on Edison MAZDA lamps, was recently brought to a close when the Edison Lamp Works of General Electric Company awarded \$8,000 in cash prizes to 207 contest winners.

During the campaign period, which extended from September 1 to October 31, 1928, active participants gained an increase in lamp sales of 51 per cent over the corresponding period in 1927.

Louis G. Elfers, of Muscatine, Iowa, carried off the first prize of \$500 awarded for the best selling ideas used in the retail agency group, while first honors for central stations, carrying with it a prize of equal substance, was won by W. B. Harris, of the Knoxville Power & Light Company, Knoxville, Tenn.

One thousand eighty-six reports

from all sections of the country were received by the Committee of Contest Judges, composed of G. C. Osborn, general sales manager; W. H. Thompson, assistant general sales manager; P. D. Parker, sales manager of miniature lamps; E. E. Potter, assistant general sales manager; and J. W. McIver, manager of the department of publicity of the Edison Lamp Works.

In the "Empty Socket" Campaign reports of seventy-three Central Stations who carried on the activity in properties serving more than 3,454,000 residential meters show average sales of 1.2 lamps per meter. A few companies averaged over two lamps per meter while several sold between three and four lamps per meter.

During the average thirty-day period of the intensive drive to fill empty sockets, five million Edison Mazda Lamps were sold. The

average wattage of lamps sold was 56 watts, and the potential total load increase gained by all participating companies is 280,000,000 kw.-hr.

Employees Enlisted

The general plan of all campaigns was essentially the same. Employees were enlisted to sell cartons of lamps on commission, generally of twenty-five cents per carton. Lamps were delivered by the company and charged on the customers' electric service bills. Cartons of sixty watt lamps were featured by most companies, but in a number of instances a special assortment of 40 watt, 60 watt, and 100 watt lamps were offered.

Practically all campaigns were conducted on a competitive basis, that is, competition was encouraged between groups of employees, departments and properties of each company. The majority of companies offered prizes and other special incentives as well as generous commissions to stimulate employees to greater selling effort.

Unique Prizes Awarded

A novel prize trophy consisting of a Sterling Silver lamp-shaped decanter, and six goblets to match, patterned after an empty lighting socket, was awarded by the Edison Lamp Works to Central Stations showing the best performance records in each of the eleven sales districts of that company.

Following is a list of the winning companies, and the campaign directors of each:

Worcester Suburban Electric Co., Uxbridge, Mass.
B. H. Alton, Gen. Mgr.
Connecticut Light & Power Co., Hartford, Conn.
J. H. Rohrbach, Pres., and A. V. S. Lindsley, Commercial Mgr.
Luzerne County Gas & Electric Corp. Kingston, Pa.
A. J. Llewellyn, Pres., and Wm. James, Commercial Mgr.
Georgia Power Company, Atlanta, Ga., P. S. Arkwright, Pres.
Interstate Public Service Company, Indianapolis, Ind.
E. Van Arsdale, Pres., and Geo. Stewart, Comm. Mgr.
Wisconsin Power & Light Company, Madison, Wis.
J. C. Neff, Vice-Pres. and L. M. Williams, Comm. Mgr.
Central Power & Light Co., San Antonio, Tex.
E. B. Nieswanger, Vice-Pres., J. R. McCoy, Comm. Mgr., and H. G. Voight, Merchandise Mgr.
Idaho Power Company, Boise, Ida.
W. R. Putnam, Vice-Pres., and L. W. Brainard, Sales Mgr.
Northwestern Electric Company, Portland, Ore.
L. T. Merwin, Vice-President.
Sierra Pacific Power Company, Reno, Nev.
Geo. A. Campbell, Gen. Mgr., and O. S. Clifford, Sales Mgr.
Southern California Edison Company, Los Angeles, Calif.
W. L. Frost, Gen. Commercial Manager.

Schafer Joins Dreyfuss

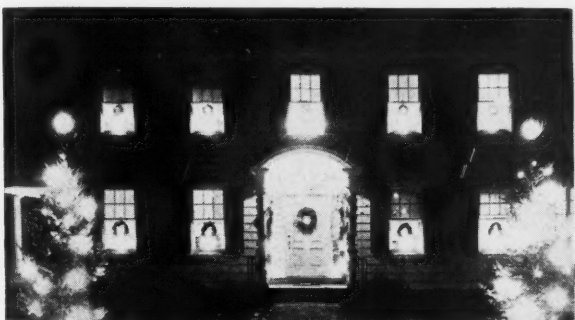
NEW YORK, N. Y.—Fred G. Schafer who has been connected with the Manhattan Electric Supply Company for the past eighteen years, has joined forces with P. M. Dreyfuss, manufacturer's representative in the Metropolitan district since 1914.

Prize-Winners in Xmas Home Lighting Contest

Aran J. Bradt of Scotia, N. Y., Takes First Prize

The national prize winners in the Christmas Outdoor Lighting Contest sponsored by the Society for Electrical Development were announced recently.

First prize of \$300 goes to Aaron J. Bradt of Scotia, N. Y., while C. L. Bray of Salt Lake City, Utah, won the second prize of \$200. According to the judges, first place was awarded to Bradt because of the "simplicity, balance and effectiveness of a comparatively modest installation."



Left:—
First Prize
Photo

Below:—
Judges of
the Contest



Divisional winners in the contest who received \$100 were as follows:

Henry A. B. Peckham, Saugus, Mass., G. H. Lewis, Atlantic City, N. J., Eugene E. Thompson, Washington, D. C., Edgar P. Nash, Cincinnati, Ohio, D. F. McClatchey, Atlanta, Ga., Oscar Greenwald, Milwaukee, Wis., Mrs. Don Carley, Quincy, Ill., John D. Smith, Kansas City, Mo., W. B. Head, Dallas, Tex.

Judges of the contest were F. M. Feiker, vice-president, International Benjamin Franklin Society, chairman; Katherine A. Fisher, director, Good Housekeeping Institute; Dwight James Baum, Member of American Institute of Architects; Charles C. Curran, of the National Academy of Design; and Dr. Charles Stezle, lecturer.

Gainaday Elects Officers and Directors

C. E. Beeson Re-elected President

PITTSBURGH, PA.—At the annual stockholders' meeting of the Gainaday Electric Company, Pittsburgh, Pa., held recently, the following directors were elected for the ensuing year: C. E. Beeson, J. W. Henry, Mark R. Craig, Henry W. Heedy, John F. Kraft, Sherman C. Parker, D. M. Bryar and C. B. Barton.

Officers for the company were elected as follows: C. E. Beeson, President, C. B. Barton, Vice President and General Manager, W. F. Smail, Treasurer, and W. H. McBride, Secretary.

Kraft Appointed Head Curtis Store Lighting

CHICAGO, ILL.—Stanley E. Kraft has been made active directing head of the Store Lighting Division of Curtis Lighting, Inc., Chicago, according to a recent announcement.

California Oregon Power Co. Range Campaign Success

Special Trophy Won by O. G. Steele

MEDFORD, ORE.—A six-weeks "Westinghouse Flavor Zone Campaign" conducted by the California Oregon Power Company has resulted in the sale of 168 Westinghouse and thirteen Hotpoint ranges, according to recent advice. An advance quota of 150 ranges had been established.

A special trophy consisting of a desk set, in addition to substantial bonus checks proved sufficient incentive to bring in the sales. The trophy was awarded to O. G. Steele of the Siskiyou division who also carried off the honors in last year's Hotpoint range campaign.

Kelvinator Takes Over Philadelphia Distributor

DETROIT, MICH.—Purchase of Kelvinator-Philadelphia, Inc., 36 South Seventeenth Street, by the Kelvinator Sales Corporation of Detroit was announced yesterday. With its acquisition by the parent company, the Philadelphia distributing organization now becomes a factory unit. Operation of the business, which serves a territory comprising southern Jersey, eastern Pennsylvania and the eastern shore of Maryland, will be continued at the same address under the existing name.

Kelvinator-Philadelphia, Inc., will be under the direction of the following officers: Campbell Wood, president, and also the Kelvinator district sales manager; George W. Moister, vice-president and general manager; G. E. Rogo, secretary-treasurer.

Westinghouse Organizes Refrigeration Department

J. S. Tritle Appointed General Manager

EAST PITTSBURGH, PA.—An electric refrigeration department has been organized by the Westinghouse Electric and Manufacturing Company.

Headquarters of the new department have been established at the Mansfield, Ohio Works. Mr. J. S. Tritle has been appointed general manager of the new department, in addition to his responsibilities as general manager, merchandising department.

Carl D. Taylor, formerly manager industrial division at the Westinghouse Company's Pittsburgh office, has been appointed manager, refrigeration department by Mr. Tritle.

Basil Leaves "Red Spot"

Schroeder Returns — Wakefield Brass Announces Changes in Personnel

VERMILION, OHIO.—G. L. Basil, for over ten years secretary of The F. W. Wakefield Brass Company, has resigned to enter the jobbing business in Detroit. Carl Schroeder, after an absence of two years, returns to the company as production manager. C. R. Egry, while retaining his title as purchasing agent, will be in charge of development work after January 1st.

Graybar Appoints

Don T. Davis Made Assistant Secretary of Company

NEW YORK, N. Y.—New executive and sales appointments announced by the Graybar Electric Company, New York City, are as follows:

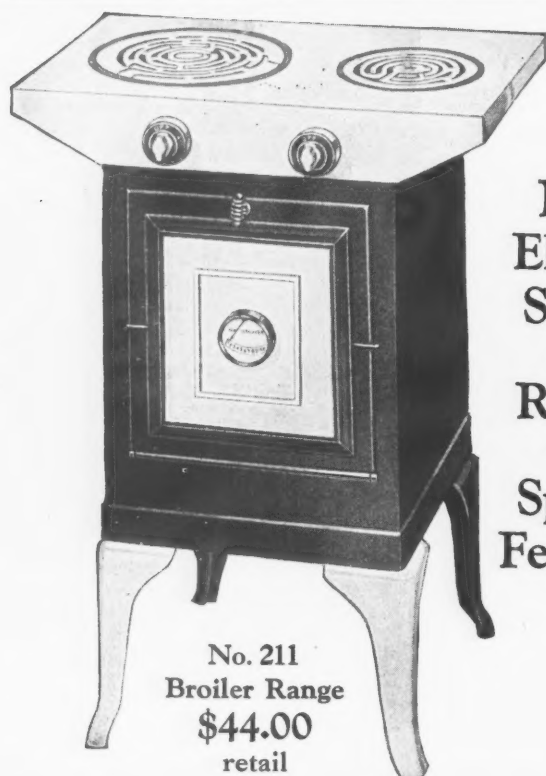
Don T. Davis, formerly Credit Manager at Atlanta, Ga., to the position of Assistant Secretary of the Company, with headquarters in New York; George C. Krenning, formerly manager, Central Station Department, New York, to Assistant Sales Manager, Graybar Distributing House, New York; D. C. Guest, recently Sales Manager, King Company, to Street Lighting Sales Manager, Graybar Company, with headquarters in New York.

Out-of-town house appointments announced by the Graybar Company at the same time, include the following: F. R. Warburton, formerly Credit Manager, Graybar, Jacksonville branch, to succeed Mr. Davis as Credit Manager at Atlanta, Ga.; H. E. Bucher, formerly of Philadelphia, to post of Credit Manager at Jacksonville, Fla., succeeding Mr. Warburton.

SHOWS and CONVENTIONS Coming

Canadian Electrical Assoc. (Annual Meeting) Algonquin Hotel	St. Andrews- June 19-21 by-the-Sea, New Brunswick
Illinois State Electric Assoc. (Annual Meeting)	Springfield, March 14-15 Ill.
Indiana Electric Light Assoc. (Annual Meeting) Hotel Gary	Gary, Ind. May 1-3
National Electric Light Assoc. (Annual Convention)	Atlantic City June 3-7 N. J.
NELA East Central Division Brown Hotel	Louisville, May 7-10 Ky.
NELA Middle West Geographic Division (Annual Meeting) Fontenelle Hotel	Omaha, Neb. April 25-26
NELA Southeastern Division (Annual Meeting)	Asheville, May 8-10 N. C.
NELA Southwestern Geographic Division (Annual Meeting) Arlington Hotel	Hot Springs, Apr. 30- Nat'l Park, May 3 Ark.
National Electric Wholesalers Association Convention The Homestead	Hot Springs, May 27-31 Va.
Pacific Coast Electrical Assoc. (Annual Convention) Hotel Del Monte	Del Monte, June 19-22 Cal.

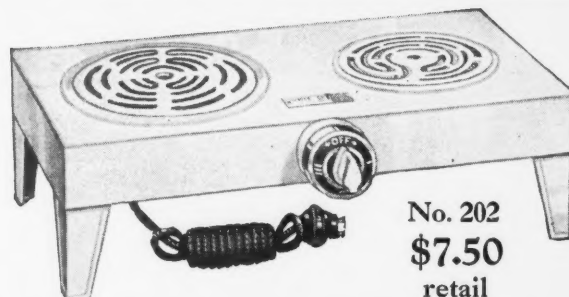
Leaders for 1929



No. 211
Broiler Range
\$44.00
retail

This new White Cross Electric Broiler Range has White Vitreous Porcelain Enamel Top, 14x22 inches. Four station reciprocating switch operates left top element at 1100 watts, both top elements at 550 watts each, or right element only at 550 watts. The large oven contains both upper and lower elements. Both are engaged and controlled by right hand switch to any desired degree of heat for baking up to 450 degrees. Top element is of special White Cross design, 1100 watts, for broiling and is removable for cleaning. Either the two top elements or the two oven elements can be operated at one time. Oven heavily insulated to maintain uniform baking heat. Equal in efficiency to any \$150 Electric Range on the market. Three other models, less broiler equipment, at \$29.00, \$34.00 and \$37.50.

New Electric Stoves and Ranges with Special Features



No. 202
\$7.50
retail

No. 202 shown above, is finished in White Vitreous Porcelain Enamel. Has four-station reciprocating switch. First station operates left hand burner only at 1100 watts. Second station operates both elements at 550 watts each. Third operates right burner only at 550 watts. Left burner is 7 inches in diameter. Size of stove, 9x18x5½ inches. This same two burner Electric Stove, except in Black Baked Enamel, No. 201, retails at \$6.50. Both will prove sales leaders for 1929.



Four
Piece
Urn Set

No. 293
U. T. S.
\$20.00
retail

New White Cross Four-Piece set, consisting of 8-Cup Electric Urn, finished in highly polished nickel on solid copper. Ebonized black handles and heat proof glass top. Gold lined sugar and creamer and 20-inch satin-finish nickel tray, with highly polished nickel border and handles. A very beautiful set to retail at \$20.00.

Same set, except with 6-Cup Percolator.....\$14.00
Same set, except with 8-Cup Percolator..... 15.00



Waffle Irons
\$6.80 to \$10.00

Four handsome models, at \$6.80, \$8.00, \$8.80 and \$10.00. Two with colored handles and cords to match. Quick sellers, every one of them. The one illustrated is No. 255 at \$8.00 retail.

WHITE + CROSS

NATIONAL STAMPING & ELECTRIC WORKS
3212-3224 W. Lake St. Chicago, Illinois

WRITE—

Our new White Cross Bulletin, No. 45, is ready for distribution. Gives detailed description of all new White Cross Electric Stoves and Ranges, and other White Cross products. We will gladly mail a copy upon request.



No. 20

Therapeutic Lamp
\$4.50 retail

Equipped with highly polished aluminum reflector, a genuine stereopticon, 260 watt bulb, "on and off" toggle switch and full length cord and attachment plug. No. 19 Junior Lamp also, retailing at \$3.00.

